# Chemist & Drugst & Drugst

Benn 33

SEPTEMBER 6 1975

THE NEWSWEEKLY FOR PHARMACY

# It's twins!



# **Beauty Business**

SPECIAL SUPPLEMENT

'Special meeting' on titles

Guinness buy another 28 pharmacies

FIP: reports from Dublin

# After only two months Airbal doubled the market for slow release Air Fresheners\*

\* Independent Research Company Findings - Midlands TV Region

# Now Airbal goes national!



Airbal gained a 49% market share in the Midlands TV region within two months of launch, and is now brand leader.

In October, Airbal goes national with the start of the biggest TV campaign the air freshener market has ever seen. Housewives up and down the country will get the Airbal message an average of 14 times each.

Airbal is a brand new concept in air resheners. It has a special slow release action that doesn't just mask smells, but clears them away completely. Which is exactly what your customers want.

#### A 10p coupon for your customers!

Early deliveries carry a 10p coupon for your customers' next purchase of an Airbal or Airbal refill. So stock up soon and enjoy the sweet smell of success with Airbal, the refillable air freshener from Temana.

Supplies of Airbal can be obtained from Smith & Nephew, Welwyn Garden City, Herts. Tel. Welwyn Garden City (07073) 25151

# Chemist & Druggist

The newsweekly for pharmacy 6 September 1975 Vol. 204 No. 4980

116th year of publication

Editor Arthur Wright, FPS, DBA

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Member Audit Bureau of Circulations

## Comment

Special meeting

Under the Pharmaceutical Society's byelaws, Council must convene a special meeting of the Society upon the request of not fewer than 30 members. This week such a request has been made, the subject to be discussed being the use of restricted titles in advertising (p288). But is a meeting necessary, or the right approach?

The proposed motion calls for the involvement of the Advertising Standards Authority and the Director General of Fair Trading in enforcing a professional policy of non-use of titles by, for example, manufacturers advertising products as "available from chemists"—specified chemists or not! There is no doubt that some manufacturers have sought added "kudos" for their preparations by associating them with the pharmacy but both the Authority and the Director General are concerned with the public interest alone and it would take powerful evidence to convince them that direction of the public to a type of outlet where a product may be obtained is actually against that interest. On "naming names", the ground is much !irmer, of course.

Almost certainly the Co-operative movement's continued use of titles, in the face of Numark's submission to Council's viewpoint, has promoted frustration among independent retail pharmacists. *C&D* has said that more positive action by Council is overdue, but Mr Millward, as a member of that Council, obviously believes that he cannot motivate colleagues in his direction from within.

The question is whether the frustration felt by the general membership is sufficient to bring thousands to endorse and extend the policy on advertising confirmed via the branches and the representatives' meeting earlier this year.

Poorly attended special meetings are at best meaningless, at worst a demonstration to outsiders that the profession cares little about the issues before it.

Pharmacy's balance

"A delicate balance of science, safety and shekels" is how Mr C. A. Johnson, British Pharmacopoeia Commission, described the pharmaceutical industry to this week's FIP Congress in Dublin, reports of which start on p319. In many ways it is a definition that could be applied to the whole of pharmacy, as could Mr Johnson's clear exposition of the difficulties facing those who would "internationalise" medicinal standards.

It is not so much that standards may be set too high, but that they may be the wrong standards in a particular country or context. An unnecessarily high analytical quality for a medicine may mean it cannot be afforded in some parts of the world; a "full" professional pharmaceutical service is equally out of the question for many, so standards of medicines distribution, for example, must vary.

But the international aim should not be total uniformity; rather it should be to ensure that world-wide the medical profession, the patient and the general public recognise in the pharmacist a person of academic standing in the science of medicines and, above all, a person of the highest professional integrity, ready and equipped to contribute to the well-being of the community of which he is a part.

# Call for a 'special meeting' on titles

A special general meeting to discuss the use of restricted titles in advertising has been demanded by 30 members of the Pharmaceutical Society, as required under the byelaws.

The formal request was delivered to the secretary and registrar this week and the motion to be put before the meeting is:

"That this meeting condemns the use of professional titles and descriptions in advertisements for non-professional matters directed to the lay public as being against both public and professional interest, and therefore requires the Council forthwith to raise this matter with the Advertising Standards Authority, the Director of Fair Trading, and such other bodies as may be appropriate."

Mr M. Millward, a member of the Society's Council, has been instrumental in drawing up the demand for the meeting. He says: "I know I am not alone in thinking that we must stop our professional titles being used as the playthings of marketing men. It misleads the public and prostitutes both our skill and integrity. If we do not owe it to ourselves to protect the profession, we owe it at least to those who come after us."

Mr Millward told C&D he hoped there would be an end to the use of titles in all advertising—including the "from Boots, Woolworths and other leading chemists" type of copy so often used by manufacturers.

☐ In 1969, Mr Millward and Mr R. C. Burke-Jones, then newly elected to Council, called a special general meeting on Medicines Act restrictions on the pharmacist's right to prepare individual medicines upon request. His motion on that occasion was approved by 49 votes to 42.

## Postgraduate courses in Scotland

The following courses are to be held in Scotland for practising pharmacists, with financial support from the Scotlish Home and Health Department under the Health and Welfare Services (Provision of Instruction) (Scotland) Regulations 1968. The course organiser is shown in brackets.

Dundee: Six Thursday evening lectures on treatment of skin disorders; drug treatment of cancer; self-poisoning; treatment of diabetes; management of hypertension; commencing October 23. (Director of extra-mural studies, The University, Dundee DD1 4HN).

Edinburgh: Eleven Thursday evening lectures on clinical pathology, commencing October 9. Fourteen Thursday evening lectures on clinical pathology, commencing January 8. (Mr J. A. Myers, chief administrative pharmaceutical officer,

Lothian Health Board, 11 Drumsheugh Gardens, Edinburgh EH3 7QQ).

Glasgow: Six Wednesday evening lectures on pain—its causation and treatment; the law and pharmacy today; diuretics; endocrinology; treatment of diabetes mellitus; commencing October 15. Six Wednesday evening lectures on clinical and pharmaceutical aspects of drugs of current importance; novel dosage forms; commencing January 14. Residential, as above plus new CNS drugs, March 14—19. (Mr Peter F. Nelson, Department of Pharmaceutical Chemistry, University of Strathclyde, Royal College, George Street, Glasgow G1 1XW).

Inverness: Three Sunday lectures on physiology of reproduction and oral contraceptives; angina pectoris; treatment of inflammation; modern analytical methods; drug interactions; treatment of minor accidents; skin and topical applications; colostomy and ileostomy; stock control; commencing October 5. (Dr D. Edwards, School of Pharmacy, Robert Gordon's Institute of Technology, Aberdeen).

### Psychiatrist criticises clinical trials

"It is time the statistical and 'controlled' testing of drugs on the mentally ill, and the terrible suffering caused to patients, was brought to full public notice," writes Dr William Sargant, honorary consultant psychiatrist to St Thomas's Hospital, London, in *The Times* last week.

He was referring to the withdrawal of drugs from patients who are responding satisfactorily to them in order to acquire the statistics required for clinical trials. "What might bring the whole matter into the open is, if a relative brought a lawsuit against a doctor for medical malpractice when a patient, after recovery, was deliberately re-precipitated into his illness by the substitution of less effective drugs as part of a control trial without their consent," he continues.

He mentions a trial in which chronic schizophrenics were successfully treated by large doses of propranolol and hopes that the drug will not be withheld from such "mentally tortured patients" for the sake of statistical controlled trials.

#### **Price List**

As we go to press we learn that due to a mechanical breakdown at the printer, the dispatch of some copies of the September Price List has been delayed. Every effort is being made to reduce the delay to a minimum but, in any event, all copies will be in the post by September 6.



## Central body takes on FIP congress organisation

The Council of the International Pharmaceutical Federation has decided to set up a central body for the organisation of all future congresses. Based at The Hague, Holland, it will be designed to relieve national bodies of much of the physical work involved, so enabling smaller countries without large organisational facilities to host FIP congresses. Next year's Congress, the 36th, will take place in Warsaw, Poland, September 6-11. In 1977, the 37th Congress will be in Holland.

The Congress observed a few moments silence for the former Irish President, Eamon de Valera, who had died a few days previously. Dr J. H. M. Winters, FIP president, expressed the delegates' condolances to the Irish Government.

Dr W. E. Boles, president of the Pharmaceutical Society of Ireland and chairman of the organising committee, welcomed delegates. He said that over two years had been spent planning and organising it. The Society regarded the Congress—held one month before its own centenary celebrations—as the main highlight of its centenary year.

The Society was grateful to successive Irish governments for their involvement in the development of pharmaceutical education and provision of pharmaceutical services. However, much remained to be done and the ongoing process would receive a considerable boost as a result of the Congress. It would show people and the government the important position the pharmacist played in quality control of medicines and health services generally. Clarification of the position was very important at this time, as various governments considered their reactions to the EEC Directive II, Dr Boles added.

Reports of the Congress, p319

#### Lincs meet again

Lincolnshire Area Chemist Contractors Committee, whose first conference last year broke through the "apathy" barrier and attracted more than 80 per cent of the area's contractors, are hoping for a repeat performance on November 2. Again the venue is the Petwood Hotel, Woodhall Spa. The programme has a "closed" morning session addressed by ACCC officers and the afternoon's speaker is Mr R. G. Worby, a member of the Central Contractors Committee, on "The need for a new contract." Details from the secretary, Mr G. Walker, The Crescent, Spalding, Lincs.

# VPRS wrongly based says OHE report

A "rigorous" economic study to test an hypothesis that price competition alone would effectively control pharmaceutical profits in the UK is now being undertaken in the Department of Business Studies at the University of Edinburgh. This is mentioned in a report issued on Wednesday by the Office of Health Economics, which calls into question the underlying basis of the present Voluntary Price Regulation Scheme under which prices of NHS medicines are negotiated between the Department of Health and manufacturers.

#### Vigorous competition

The present VPRS, the report says, is based on the assumption that price competition is weak or absent in the prescription medicine market. However OHE's report which has been called "Canberra Hypothesis", argues that price competition is just as vigorous and effective in this market as it is in any other market for innovative goods. Such markets operate under the rules of what the report calls "price and performance" competition as opposed to classical "common commodity" pure price competition.

Earlier allegations that, in the absence of price controls, pharmaceutical companies would be free to "administer" the prices which they charge to the NHS at non-competitive levels are challenged.

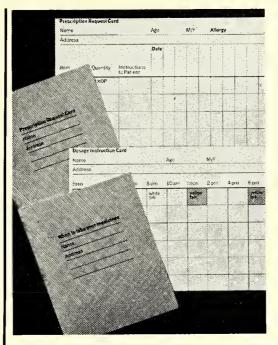
The report quotes examples of four types of market situation for prescription medicines under the NHS.

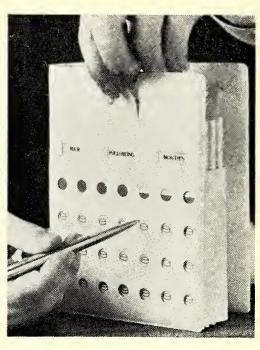
Cases where a major therapeutic advance can be successfully marketed at a high price. A technical appendix to the report by Dr Duncan Reekie argues that in these cases a high price to "skim" the cream of the market brings a payoff to society as a whole (as opposed to the firm alone) by stimulating successful innovation.

"An embarrassing number" of cases where relatively trivial innovation has been marketed at a high price and in consequence has been a commercial failure.

The case of two skin preparations, virtually indistinguishable in therapeutic efficacy, where the second product onto the market achieved three times the market share of the first almost certainly because it cost 20 per cent less.

The situation in which a major therapeutic innovation is marketed at a relatively low price. Valium and Librium are mentioned as "supreme examples". In such cases the combination of wide ranging therapeutic efficacy and safety together with relative inexpensiveness results in "at least the appearance if not the reality of unreasonable profits". It points out that





#### Aids to help patients remember drug doses

Two aids to help patients take their medicines correctly are being offered to doctors by pharmaceutical companies.

Syntex Pharmaceuticals, Maidenhead, Berks, are introducing a visual aid to help doctors explain to new patients how to take oral contraceptives. It is in the form of a wallet which contains the tablet packs and stands upright on the doctor's desk. The front face contains 28 cut-out circles each representing one day of the month.

Visible in each circle are images printed on a movable insert under the cover material: a red dot means "menstrual flow, do not take the 'pill' on that day"; a red semi-circle plus the outline of a tablet means "bleeding still present, take the 'pill'"; the image of a tablet on a plain white background means "no bleeding present, take the 'pill'". The doctor can change the order of these images to refer either to the first month "on the 'pill'" or to all the following months.

The wallet can hold an NHS prescription pad so that when the doctor has demonstrated the sequence he can hand the first month's supply to the patient, together with a prescription for subsequent months.

A spokesman from Syntex Pharmaceuticals said that the aid was designed with Norinyl in mind and would be issued by the company's representatives. It was fairly common practice for doctors to dispense a sample pack of an oral contraceptive for the first month's supply.

The aid was not intended for pharmacists, he said, because it was the doctor's responsibility rather than the pharmacist's to ensure that the patient understood how to take medicines correctly. However, any pharmacist who particularly wanted the aid could probably obtain one from the company's representative.

The second aid is a dosage instruction card from Hoechst Pharmaceuticals, Hoechst House, Salisbury Road, Hounslow TW4 6JH. It is intended to be filled in by doctors and tells the patient how and when to take up to five items throughout the day, for example "white tab 8 am, yellow tab noon."

Hoechst Pharmaceuticals have also introduced a prescription request card to enable patients to order regular medications 24 hours before they are needed. A spokesman said the card combines most of the systems doctors now use for issuing repeat prescriptions. The item, quantity and dose of up to five items are filled in, the patient can keep the card and present it to the receptionist when further supplies are needed. The receptionist then writes the prescription "exactly as the doctor wants." Alternatively the card can be kept with the patient's records.

Both aids are intended for general practitioners but the spokesman said pharmacists could also obtain them on request. They were available free at present, from the company's representatives, but if there was a huge demand some charge would have to be introduced.

ironically these were the exact words used by the Sainsbury Committee to describe the conditions which would be necessary to "ensure the special incentive that may be required to push forward (pharmaceutical research) effort in particular directions which may be especially important, but lengthy and with a higher risk of failure". Yet the OHE report suggests that probably the Sainsbury Committee itself (and certainly the Monopolies Commission subsequently) took a highly critical view when exactly the same circumstances which they said were necessary, actually occurred in practice.

The report also concludes that pharmaceutical sales promotion levels are effec-

tively determined at an economic level by competitive forces and that promotion helps to stimulate effective price competition.

The report "Canberra Hypothesis" (OHE, 162 Regent Street, London W1R 6DD, price £1.50) has been so named because it was developed from a paper by the director (Mr George Teeling-Smith), delivered in the Australian capital earlier in the year (see C&D, January 25, p109).

The original report, said Mr Teeling-

The original report, said Mr Teeling-Smith on Tuesday, had attracted a certain amount of criticism as being "lightweight". The present report had had the benefit of advice and guidance from distinguished economists.

# Vestric expect to reach 1,500 Vantage members this year

Vestric's Vantage programme of retailer management support aids has attracted over 550 mcmbers, who are using the various elements of the programme, and by the end of this year the company is looking to a figure of 1,500 members.

This and other facts about the operation and development of the scheme were detailed at a Press meeting in Manchester last week after 6 months of its operation. The meeting provided an opportunity to visit one of the retail shops employing the elements of the programme, owned by Mr N. D. T. Fergusson, MPS, at Handforth, approximately ten miles from the centre of Manchester.

#### Scheme in action

Mr Fergusson, one of the first members of the scheme, detailed his use of the merchandising and display and automatic stock control elements of the Vantage programme. A good deal of time was saved setting up promotions and shop assistants carried out tasks which previously occupied the time of the pharmacist, he said. He found that one assistant easily coped with the extra responsibility each month of changing the stock on the merchandising unit.

Mr Fergusson went on to say that the automatic stock control systems were in use in the OTC side of his business and in his dispensary. Each assistant had a number of shelves of OTC stock to look after and take stock of once a week. From the record sheets supplied it was easy to see what lines were then required to be ordered.

"Putting in the stock control system for the OTC lines produced some shocks. We did it early on in the New Year and whilst I knew we could do with a lot of 'toppingup' after the Christmas period as is usual I had the shock of my life when I found that about one-third of all the products which we reckoned to stock consistently were just not in stock.

"When I was asked to fill in on my stock control book my ideas of the number of articles sold over a fixed period of time, I thought I had a pretty good idea of how much went over the counter but there again I was well out on many instances."

So far as the automatic stock control system for "ethical" and prescription products was concerned, this had fitted in to his dispensary very well. The advantages were that a month's supply of a particular item could be ordered and was delivered in one go, saving work on unpacking and invoice checking.

At first Vestric had supplied stock sheets containing all lines stocked by the wholesaler. This made it difficult to refer quickly to an item. Now the number of sheets had been reduced considerably and contained only those items which had been purchased in quantities greater than one, concluded Mr Fergusson.

#### 'Not in competition'

In his introductory remarks, Vestric's commercial director, Mr P. M. Worling, FPS, said their Vantage programme was in competition with no other scheme available in the UK pharmaceutical industry at the present time. "It is unique in that it covers the range of essential management control and selling aspects that cannot be ignored by those retail pharmacists wishing to retain profitability and progress for their businesses."

The merchandising and display and Vestric Value Plus ordering elements of the Vantage programme were both immediately available. The introduction of the automatic stock control element, Mr Worling explained, "takes a little longer but we are progressing quickly with the many inquiries for this element."

Health Foods · Babycare · Cosmetics

The window display using the Vantage theme at the Handforth shop of Mr N. D. T. Fergusson. The main banner and product panels are in the Vantage house colour orange with blue used to identify price differentials and on the border

In detailing the development of Vantage since its inauguration (see C&D, February 22, p251), customer services manager, Mr C. D. Bell, said the average monthly growth had been as fast as they had anticipated and hoped for. "Our objective has not been to put as many shops on to Vantage systems as possible, rather to put those shops which would benefit most from the application of particular elements of the programme."

The merchandising and display element of the scheme had been modified in design and in addition members now received shelf-edge cards to cover products on the monthly national promotions. In the future the number of products on the Value Plus scheme would be greatly extended

The OTC stock control originally revolved around a shelf-edge label. While this worked very well, Mr Bell said, it did create substantial work when quarterly maintenance became due as the order points and order quantities changed necessitating a change of label. The current label showed only product description and pack size and was used as a product shelf locator only. The essential order point and order quantity information is carried in the stock review book from which the assistant works as explained by Mr Fergusson earlier (see also p292). Another "founder" member present was Mr R. Hall of Hull.

#### News in brief

- A circular issued recently by the Department of Health gives guidance to health authorities on the filling of area and senior health education officer posts.
- ☐ The new 1975/76 formulation of Influvac (C&D, August 23, p236) contains 400iu of both A/Port Chalmers and A/Scotland strains, not as printed.
- ☐ Warrington Co-operative Society is to open "the first high street hypermarket" in Widnes, Lancs, on October 14. It will provide 55,000 sq ft of selling space with parking for 1,000 cars. There are no plans to include a pharmacy.
- "Biological substances: international standards and reference preparations 1975" includes the most recent revisions made by the 26th World Health Organisation expert committee on biological standardisation (WHO, 1211 Geneva 27, Switzerland, price Sw fr 7).
- In a bid to reduce the death toll of breast cancer, the Health Education Council is issuing guides on "Breast examination" for women in their late twenties onwards. The leaflets are obtainable free from local health departments or from HEC, 78 New Oxford Street, London WC1A 1AH.
- [] The Department of Health has been informed of 16 cases of cholera in the Oran area of Algeria. Travellers returning to the UK from Algeria should report to their doctor if they suffer from diarrhoea or abdominal upset within five days of leaving Algeria. The Department also advises travellers to Algeria and other countries bordering the Mediterranean to be vaccinated against cholera.

# It took more than a flash of inspiration to invent the cube.

To follow it up with the Magi-cube.

And to sell more photo flash bulbs around the world than anyone else.

It took Sylvania.

And now they've come to the U.K.

**SYLVANIA** enterprise

Enterprise Leisure Sales Ltd. P.O. Box 45,St. Albans, Herts AL13YZ Telephone: St. Albans 68296/7/8

## People

Mr W. H. Kendrick has relinquished his joint managing directorship of Wynmouth Lehr & Fatoils Ltd, a subsidiary of British Tar Products Ltd, after 49 years' service. Mr Kendrick has spent all his time in the oils and fats business and is a leading expert on lecithin and natural waxes

Mr N. D. T. Fergusson, MPS, who cooperated with Vestric Ltd by opening his pharmacy to the pharmaceutical Press last week to show that wholesaler's Vantage programme in action (see p290), qualified from Bradford in 1960. He first went into practice in Pateley Bridge. Life in that Yorkshire dale town was pleasant but, not wishing "to rusticate" too early in life, he decided to move back to the more populated Manchester district-an area with which he was already familiar. His first venture was a business in Altrincham with a large cosmetic potential which he purchased five years ago. His Handforth shop, bought four years ago, has a large dispensing practice. There are also two businesses since taken over, one at Macclesfield and the other at Chester.

Mr C. W. Hetherington, FPS, Whitley Bay, Northumberland, since retiring seven years ago, has been active in drawing the attention of the general public-and particularly that of the children—to the dangers of tasting poisonous berries and plants. To that end he has given many illustrated lectures on the subject, supplementing the standard Pharmaceutical Society's set of slides with slides made by himself of plants grown specially in his own garden. His activities have recently been recorded in the local newspapers and on radio. The most recent contribution was on BBC-4's "Today" programme last week. Mr Hetherington was for many years superintendent chemist for the Newcastle-on-Tyne Co-operative Chemists Ltd until ill health forced an early retirement. He qualified in 1932 and was designated a fellow in 1973.

#### Deaths

Archer: Suddenly on August 15 whilst on holiday in Majorca, Mr Roy Gordon Archer, chairman and managing director of Gerhardt Pharmaceuticals Ltd. His widow, co-director Mrs Maureen Archer will continue to run the business.

Culbert: On August 24, Miss C. E. Culbert, JP. Miss Culbert qualified in pharmacy in 1926. She was president of the Ulster Chemists' Association in 1925 and also in 1949. The Culberts were associated with a pharmacy at Gelston's Corner, Strandtown, Belfast for many years.

Kelly: On August 22, Mr Daniel Leo Kelly, MPSNI, managing director of Grattans Chemists Ltd, 31 University Road, Belfast, and also associated with Grattans Chemists Ltd, (trading as Wm. R. McNabb), 17 Market Street, Lurgan, co Armagh. Mr Kelly who qualified in 1957 was chairman of the South Belfast branch of the Ulster Chemists' Association.

# Topical reflections

**BY XRAYSER** 

## Invoices

Time was when the handwritten invoice was a model of clarity and accuracy. If an error did creep in, which it did so only on the rarest of occasions, it was no problem to discuss the matter in person with the young lady who handled the account, and the difference was at once cleared up. A week or two ago in this column I expressed sympathy with the writer of a letter who was conveying the apologies of the computer for its erratic behaviour and hoping that, having been spoken to, it would do better in the future. But since taking note of that letter, I have been the victim of so many computers that I should like to knock their heads together to see if that would bring about much-needed reform. (I am not quite sure if it has a head. I suspect not.)

#### Monster

No longer is it possible to have a personal chat as I used to do, for the monster that issues today's statements is about as responsive as an automatic telephone answering machine. I now deal with Credit Control, which conceals itself behind a network of figures exceeding in digits the International Monetary Fund and the National Debt. A statement I examined today was churned out by a computer which did not seem to be able to add—or perhaps I should say its answer was not the same as mine. The cause of our difference arose from the fact that it worked to three places of decimals, while I contented myself with two, and there were no fewer than three occasions when that resulted in errors of one new penny. At the end of the month an elaborate addendum took care of those differences and threw my columns into confusion.

There was also a trifling overcharge of £170 and another, less serious, of only £37, for my electronic friend—I can scarcely call him acquaintance—sometimes appears to be of the opinion that the location of the decimal point is merely academic.

#### Hazards

I saw a photograph recently of a tanker which had overturned on a motorway slip road and burst into flames which engulfed the unfortunate driver. It must be wondered if the loads carried in such forms of transport are suited to the congested roads and motorways. I saw one such load recently bearing the message that in the event of emergency a special department many miles away was to be contacted. I have seen all sorts of corrosive and poisonous substances on the public highway, an accident to which could only be disastrous. Of course, when one considers the increase in traffic in general, that is only to be expected and one views with alarm the speeds at which such vehicles are driven.

To the pharmacist, trained by experience, knowledge and the law to have respect for such things, the whole thing passes comprehension. Minute quantities of such products are kept in a safe place, generally locked up, and are handled with care. Meantime, tons and gallons of even more dangerous substances go hurtling past the door, many of them highly inflammable, corrosive and asphyxiating. Poisonous waste products are carried and dumped, sometimes without prior approval, in various parts of the country, while poisonous substances are discharged into the sea with little thought for the consequences.

We live in an atmosphere of menace and hazard, and it might be better for our peace of mind if we had no knowledge of the dangers with which we are surrounded on every side. SUCKER



#### And we appreciate it! That's right – you helped us increase

That's right – you helped us increase our sales by 15% last year – compared with only 2% for the rest of the market. Which made us the brand leader.

So here's what we're going to do for you. If you stock up now – just prior to the peak sales months – we'll give you fantastic bonus prices through your wholesaler or cash and carry.

As well, some cash and carry's are running Mentho-Lyptus competitions with big prizes.

And to stimulate sales, we're running a heavy TV campaign all through the coughs 'n' colds season, featuring brand new commercials.

So just keep up the good work, and we'll all come out on top.

Original, Honey and Lemon, Liquorice and Aniseed, Blackcurrant and Extra Strong. Richard Hudnut Ltd.

# New products and packs

#### Haircare

#### Grey hair restorer

Restorelle is the latest product to be introduced by Scott & Bowne Ltd. The product is a grey hair restorer for women, formulated to work gradually under the influence of light and air: the treatment usually takes about two to three weeks, say the makers.

Restorelle is applied to the roots and brushed through the hair each day. Once the required shade is reached the lotion should be reapplied once a week to treat new hair growth. It is packed in a 130cc bottle (£1.30), and there is a display unit available (Scott & Bowne Ltd, 50 Upper Brook Street, London W1Y 2AE).

#### Wella Care shampoo range

With the introduction of a new range of shampoos, Wella have now completed their Wella Care range of hair preparations. There are three variants: herbal for normal hair, lemon for greasy hair and almond for dry hair, complementing the existing Balsam creme rinses and spray sets within the range.

The new Wella shampoos are claimed to clean hair, lather well and leave hair shiny, and also make hair easy to manage and easy to comb. Packaged in clear bottles to give visual colour identification for each type, the shampoos are available in 95cc (£0·39) and 175cc (£0·59) bottles. The 95cc bottles are shrink wrapped in units of 12, the 175cc bottles are shrink wrapped in units of six (Wella (Gt Britain) Ltd, Wella Road, Basingstoke, Hants).

#### Braun launch two hair products

Braun Electric have introduced two new hair care products for Christmas. The first, the Braun Hair Styling Set Plus 2 (£18.95), is a dryer and accessory set with two new styling attachments—a pair of lightweight aluminium curling tongs and a clip-on spray mist attachment for styling dry hair. The product has its own point of sale box.

The second is Quick Curl (£10.95), a pair of electrically heated curling tongs with push button operated steam vents. Both products will be backed by a television advertising campaign throughout the pre-Christmas period (Braun Electric (UK) Ltd, Mill Mead, Staines, Middlesex).

#### Clairol styling wand

Crazy Curl steam styling wand (£11:50), said to be brand leader in the US, has been launched nationally by Clairol division of Bristol Myers.

The wand has steam vents all the way round, is lightweight, and has a swivel end so that the cord does not tangle when in use. It curls the hair in 10 seconds.



Aiming at the 16-24 age group, Bristol Myers are supporting the product with a national advertising campaign. Doublepage advertisements will appear in leading women's magazines (Bristol Myers Co Ltd, Stamford House, Station Road, Langley, Slough SL3 6EB).

#### **Toiletries and cosmetics**

#### Shiny, frosted eyeshadow

Shadow Frost, a shiny, frosted loose powder cyeshadow, is the latest product from Outdoor Girl. In six shades, blue, smoke, bronze, slate, turquoise and white; the eyeshadow comes in a glass bottle with a sponge applicator attached to the lid. The bottle is spillproof and the eyeshadow (£0.32) is for sale in October.

To launch the product, Outdoor Girl are launching an advertising campaign, beginning November, in leading women's magazines (Myram Picker Ltd, Hook Rise, Kingston By-pass, Surbiton, Surrey).

#### Skin conditioners

Westward Laboratories, division of Bristol-Myers Co Ltd, have launched a range of skin care products under the brand name Alpha Keri. Recommended for dry skin conditions, the products are said to have been developed in the US where they have met with success in the therapeutic sector of the skin care market.

The range comprises a hand cream (£0 49), bath oil (£0.79) and body lotion (£0 69). All are said to have a water-in-oil formulation that gives protection to dry skin without greasiness, say the makers. The range is currently on test in the Wales and Westward television areas and will be featured in a television campaign in the areas until December (Bristol-Myers Co Ltd, Stamford House, Station Road, Langley, Slough SL3 6EB).





#### Two from Ritz

A new treatment Night Emollient (£6.95) is one of two products introduced by Charles of the Ritz. The emollient is for dry, very dry and very sensitive skins. It is said to moisturise, condition and "revitalise" the skin, and is quickly absorbed leaving no stickiness on the skin's surface.

Also new, Ritz cleanser (£2.50), recommended for all skin types, is a milky textured cleanser, which is non-drying and leaves the skin "fresh and soft" (Charles of the Ritz Ltd, Brook House, London W1Y 4EU).

#### Coty's autumn products

Fresh Moisture makeup (£0.74) has been introduced by Coty to replace their transparent gel face makeup in the Air Spun range. In five colours: beige spun, classic beige, sun bronze, tawny peach and soft rose, the makeup is said to give more covering than the transparent gel makeup and less covering than the Air Spun fluid

Three new blush sticks are also introduced by Coty for autumn, in the Air Spun range. Blush stick (£0.85) comes in a twist-up stick form in three shades: nutmeg, heather and raisin.

Six new pressed powder eyeshadow also join the range. The eyeshadows (£0.55) are: azure, cornflower, alabaster, lime, fawn and lilac.

Single fragrance compacts, with each fragrance taken from one of the Sweet Earth collections, have been introduced by Coty. There are six fragrances (£1.00):

Continued or. p296



#### new, higher-strength Brufen tablet

Brufen has a highly successful 8-year clinical record in the management of arthritic pain and inflammation. For some time a trend towards higher dosage has been apparent.

A dosage of 1200mg daily is now recommended as standard initial therapy with an increase to 1600mg daily in acute phases. Some patients can be maintained on 600-1200mg daily.

With the new higher strength tablet, Brufen 400, this dosage means a simple, reliable regimen:

Brufen 400 one tablet three times daily plus an extra tablet, at night in severe conditions.

You will soon be receiving prescriptions specifying Brufen 400 and supplies of the new tablet are stocked by your usual wholesaler. The 200 mg tablets will continue to be available.

Brufen 400 are sugar-coated tablets containing 400 mg of ibuprofen; the tablets are light-magenta in colour and bear the overprint 'Brufen 400' in black. Brufen 200 mg tablets and Brufen Suspension continue to be available.

Full information from Marketing Services, The Boots Company Ltd., Nottingham

#### **New products**

Continued from p294

ylang ylang, patchouli, honeysuckle, mimosa, jasmine and hay. All products are for sale mid-September.

Musk aftershave (£1.00), a "deep amber fragrance" is the latest Coty product for men (Coty Ltd, Great West Road, Brentford Middlesex).

#### **Photographic**

#### CdS exposure meter

Paul Plus have introduced the Plus Meter 120 (£6·25), a CdS model having in addition to shutter speeds and apertures a movie range, exposure values and battery check system. There is a "high" and "low" dual-reading scale operated by a rotating click-stop control. The meter comes complete with zip case (Paul Plus Ltd, Newcastle, Staffs).

#### 110 electronic model

The latest in the Sedic range of 110 cameras is model 22X, supplied complete with a matching electronic flash unit which hot-shoe clips on the end of the camera. Taking standard 110 cartridges, the Sedic 22X has a 26.5mm f8 three-element optical glass lens set for "universal" focus from approximately 5ft to infinity.

The viewfinder has a bright frame with close-up guides and has a low-light viewfinder signal which tells the user when to clip-on the flashgun. Other features include a "soft" shutter release, thumbflick film wind, tripod socket and hingeopen back and presentation pack with wrist strap. Guide price is £18.00 (Mayfair Photographic Suppliers (London) Ltd, Hempstalls Lane, Newcastle, Staffs).

#### Household

#### Toilet freshener block

Freshfoam toilet freshener block (£0·33½) is the latest product from Racasan Ltd. The block has a citrus fragrance and a foam action that "keep the toilet clean."

Racasan are planning a £25,000 advertising campaign to promote the product. Half-page colour advertisements will appear in magazines including Woman, Woman's Weekly, Family Circle, Woman & Home, Good Housekeeping and Home & Freezer Digest lasting until the end of the year (Racasan Ltd, Ellesmere Port, Ches).

#### **Sundries**

#### Evening purses by Jacquelle

For the first time, Jacquelle have produced a range of framed evening purses in fabrics: lurex, satin and suedette. There are two lurex styles, small and large, in three colours: white/silver, black/gold, and gold/gold. Both styles (£1.00).

There are two black satin styles (£1.25) and the suedette range offers blue, red and brown colours in two styles. These

have waterproof linings (£1.00) (Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland).

#### For long hair

Two new combs have been introduced by G. B. Kent & Sons Ltd, both designed for long hair. In mock tortoiseshell, they are a 7ins wide-toothed comb (£1·25), and a handled coarse-rake comb (£0·99) (G. B. Kent & Sons Ltd, 24 Old Bond Street, London W1X 4AB).

#### Diet foods and slimming

#### Low calorie fruits

Frank Cooper are introducing a new range of low calorie fruits in water to be distributed only through chemists from the end of September. The range consists of pineapples, fruit salad, pears, peaches and apricots. All are in 7oz cans (£0·24), and replace Frank Cooper's diabetic fruits.

Containing no added sugar, the new products in water are aimed at slimmers



who are following a calorie-controlled diet. They are offered to the trade packed 12 to a tray, shrink-wrapped. The low calorie fruits and diabetic products are to be supported by advertisements in *Balance*, the bi-monthly journal of the British Diabetic Association, from December 1975 to June 1976 (CPC (United Kingdom) Ltd, Claygate House, Esher, Surrey).

## A SERIOUS STEP FORWARI MOUNTAIN DEW AND POW



Savlon babycare repackaged
Savlon babycare is introducing a new range of packs. Retaining the practical advantages of the present packs the designs are said to be less clinical, more elegant and appealing to young mothers, and incorporate a new logo and motif.

The range now incorporates 12 packs, with the addition of new large-sizes of shampoo (210ml, £0.68), lotion (300ml, £0.65) and baby powder (400g, £0.61).

A national advertising campaign using television, women's magazines and child care magazines, with point-of-sale and



merchandising support, will run throughout the autumn. Representatives of Avlex Ltd, ICI pharmaceuticals division, Alderley Park, Macclesfield, Ches, will be introducing the range to pharmacists during September.

## **ROM TROPICAL MIST,** ED ORANGE BLOSSOM.

Vichy skin care is the number 1 seller in Europe.

It has achieved this position because of the serious and authoritative stance it has taken in a confused and advertising orientated market.

Vichy products are different from their

competitors in many ways:

**1.** Vichy products are developed by dermatologists who use pure, safe, effective ingredients, not fashionable ones.

**2.** Vichy specialise in skin care. They are not a make-up company dabbling in skin care.

**3.** Vichy make four complete ranges because there are four main skin types.

**4.** Vichy products are manufactured under strict laboratory conditions, by pharmacists.

**5.** Vichy packaging is simple and functional. Vichy are concerned with what's inside, not what's outside.

**6.** Vichy print an ingredient list on the back of every pack. They have nothing to hide.

7. Vichy offers value for money. Proper skin care should be available to every woman, not just a privileged few.

**8.** Vichy is, and always will be, sold only in pharmacies. And never in grocers and supermarkets. Pharmacists can give better advice about skin care than grocers.

Call Alan Rundle on 01-492 0265 for an appointment with your Vichy representative.

#### VICHY SKIN CARE

dermopharmaceutical preparations Made by pharmacists, sold only in pharmacies. Vichy (UK) Limited, 1-11 Hay Hill, London WIX 7LF.

#### Crest goes national

Following a test launch in the Yorkshire area, Crest toothpaste is to be available on a national basis. Proctor & Gamble Ltd, Gosforth, Newcastle-on-Tyne, are to support the national launch with advertising in newspapers and magazines and a national television campaign beginning the end of September. And to increase dental health awareness, they are sending leaflets and booklets to junior schools throughout the country.

#### Ovaltine traditional themes

Wander Ltd, Kings Langley, Herts, are returning to their traditional advertising themes for Ovaltine with a television campaign which started on September 1. The commercial features 45-second and 15-second "spots" in England, Wales and Northern Ireland and uses the Ovaltineys theme tune popular in the 1930s.

In Scotland and Eire a radio campaign will feature commercials based on original Ovaltiney tape recordings. This return to the past was prompted by the consumer sales response—an increase of 20 per cent —over the past two years when the company re-introduced the Ovaltine dairy maid on posters and magazines and featured her on the front of the tin for the first time.

#### Shrink wrapping for baby meals

To help overcome the continually rising costs of packaging, Cow & Gate Ltd, Guildford, Surrey, are introducing shrinkwrapping for their babymeals. The first consignments of strained and junior babymeals over-wrapped in transparent film are going out now but, as this type of packaging is replacing cartons when stocks run out, it will be several months before applied to all varieties. This packing also leaves less waste to be disposed of.

#### Kirby products distribution

From October 1, distribution of proprietary products from H. & T. Kirby & Co Ltd, Mildenhall, Bury St Edmunds, Suffolk IP28 7AX, will be through the wholesale trade. These include: Babysafe tablets, Babysafe cotton buds, Lacto Calamine, Teeda hair straightener, Teeda cream hair conditioner, Puritabs, Puritabs Maxi, Diatabs, 10-day slimmer, Extra Energy, Nostroline, orange & halibut tablets and glycerol suppositories.

#### Gold Cap SMA in Irish Republic

Gold Cap SMA introduced to the UK last year by Wyeth Laboratories, Huntercombe Lane South, Taplow, Maidenhead, Berks, is now going on sale in the Irish Republic. It joins Regular SMA which has been marketed there since 1960. The two products are said to account for approximately 20 per cent of the UK baby milk market.

#### Andrews mirror offer

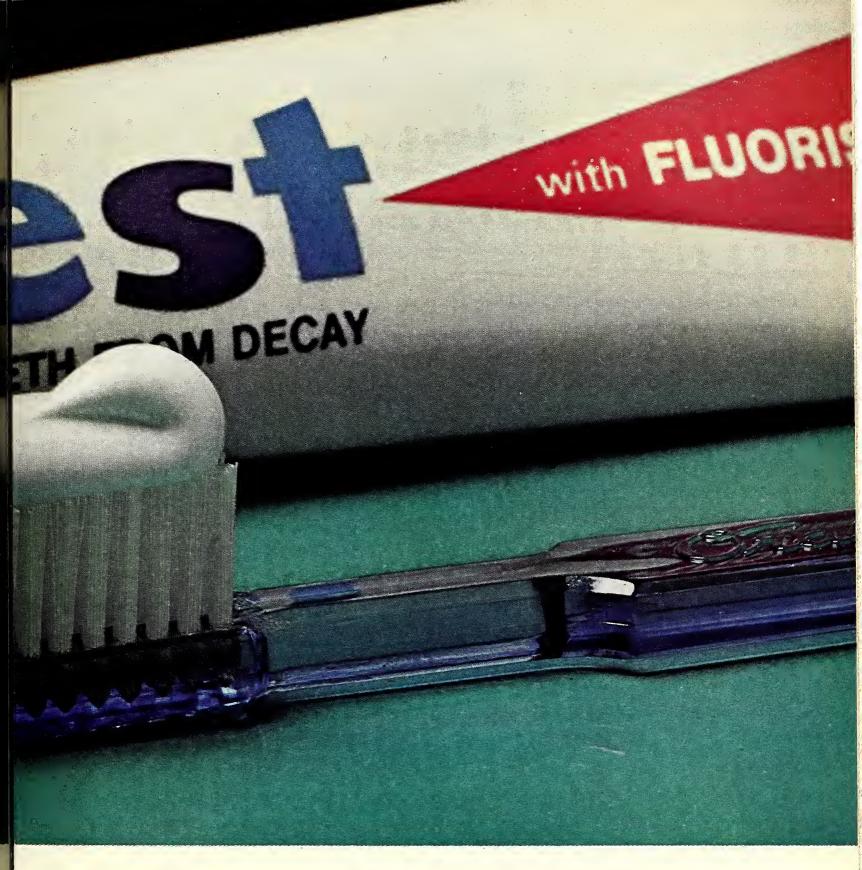
Sterling Health Products, Surbiton, Surrey KT6 4PH, are offering an Andrews "pubtype" mirror for £5.95. The mirror, which features the "I must have left it behind" Hassal advertisement of 1925, comes with a dark wood frame and measures 22x16 ins. The promotion will run until the new year to cater for "the expected demand over the Christmas period.'

Continued on p300



# The facts you should know

- 1 Crest will be the biggest national launch Procter & Gamble have ever done-spending more than Ariel, more than Lenor, more than Bold.
- 2 Crest as a product is second to none-and continuous advertising, in TV, newspapers and magazines, communicates this clearly to your customers.
- 3 An important, national dental and schools programme is under way to increase dental health awareness.



# about the Crest launch.

There's overwhelming evidence from the Yorkshire test market that this whole package will build business. Crest is now No. 2 brand in test area-and still growing. What's more, the whole market increased by 24%+ in test-compared with 3% nationally.

With your help we're confident Crest will be the biggest slice of new business you've had all year.

#### Trade news

Continued from page 297

#### Steradent launch 50 pack

With the trend away from powders to tablets in the denture cleaner market, and to the larger sizes, Steradent, the brand leader, now launch a 50 tablet pack presented as a carton containing two 25 tablet tubes (£0.53). The manufacturers, Reckitt Products, Stoneferry Road, Hull HU8 8DD, believe the 50 tablet pack will fulfil the growing consumer demand and trend to larger sizes, and to tablets, said to be more popular with denture wearers because of their easier dispensing properties-easily measured dose, more modern presentation and convenience.

The two-tubes presentation is intended to permit Steradent to be kept in more than one place in the home, reducing the likelihood of "running out" and assisting in the increasing frequency of use.

The new pack lends itself to easier display and provides facility for regular on-pack offers. It will also be possible for the manufacturers to place the theme of any television advertising, or special consumer promotion, onto the pack.

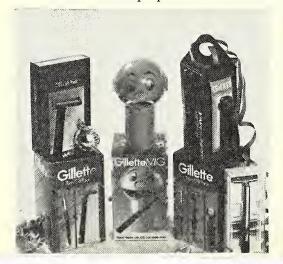
Initial introductory pack stocks will carry a "10p off next purchase" flash, with the consumer sending in for a special 10p coupon. This offer will be flashed "special post-free offer" on pack and all postage costs will be paid by Steradent. After the initial "10p off offer" other promotional offers will be featured on the pack.

#### Milton sterilising unit offer

Richardson-Merrell Ltd, 20 Queensmere, Slough, Berks, are offering 50p-off coupons on their Milton eight pint capacity sterilising unit. From September 100,000 coupons are being issued to mothers through clinics and mothercraft classes. The offer is open until the end of 1976.

#### Gift packs from Gillette

Usefulness coupled with good design is how Gillette Industries Ltd, Great West Road, Isleworth, Middlesex, describe their gift range which combines items from their razor and blade ranges, Paper-Mate pen division and Cricket lighter range. Gillette are offering the G11 and Techmatic razors either on their own, in a striking bathroom shelf holder called Mr G., with matching Paper-Mate power point pen or in a triple gift set with razor, pen and lighter. The G11 razor combinations all come in purple-coloured outer





packs with the Gillette name embossed in gold on each side and the top. The products inside the pack are shown against red and yellow panels on the front.

The Techmatic razor packs are in red outers which have the Gillette name embossed in silver. The razor inside has a handle in a red colour, which matches the pens and lighters that are included in the combination packs.

#### Test launch

Racasan Ltd, Ellesmere Port, Cheshire, have recently taken over the distribution of Phonair, a germicidal telephone freshener that is said to keep the telephone mouthpiece germ-free for up to three months. Phonair  $(£0.21\frac{1}{2})$  is packed in two boxes of 25 per outer.

#### Larger size

Coty Ltd, Great West Road, Brentford, Middlesex, are offering a double-size Wild Musk spray at £1.25, representing a saving for the consumer of 65p. The spray is presented in a frosted-glass bottle.

Three matching tones in lipstick (£0.60) and nail enamels (£0.55) are introduced by Coty this month. The colours are: crimson, scarlet and vermillion. And for Christmas Coty have produced some novelty lines: candles with Wild Musk or Sweet Earth fragrances, and all-in-one dusting powders with the container and "pouf" in one unit in Emeraude, L'Aimant and Imprevu fragrances.

#### Two Cylax offers

Two Neojuvex offers are being featured by Cyclax Ltd, 17 Old Bond Street, London W1X 4AY. The consumer is offered a free 12g Neojuvex neck firming cream with every Collagen Intensive Treatment cream bought; and a free 28cc Neojuvex Total moisture lotion with every 10-minute treatment mask.

#### Gaining in popularity

The scissor-action tweezer, say Jay Glamour Products Ltd, 1 Dyke Road Drive, Brighton 6, is becoming more popular than the conventional tweezer because the handles make for easier handling. On their product, the Easi Tweezi, the handles are cranked so that vision is not obscured by the hand when in use. The tips of the tweezer are hand ground so that their gripping power is assured, say the makers. The Twinkle Tweezer is a variation of the Easi Tweezi, and is designed for the younger user.

Continued on p302

#### WHOLESALERS' SCHEMES

#### Contribution to OTC turnover

The need for independent chemists to increase their OTC turnover is stressed this week by Mr S. M. Walsh, marketing and sales manager, Sangers Ltd, who points out the contribution Apocaire prices can make. The September promotions cover Arrid super plus and light powder; Elastoplast Airstrip and stretch fabric; Johnson & Johnson baby lotion; Kleenex regular soft white and Bright & Rapid Beautiful; Libresse; Palmolive Shave; Pearl Drops; Radox Silvikrin shampoo; Ultrabrite; Vosene.

Referring to the March/April Nielsen figures for independents which again show an increasing dependency on NHS contributions towards turnover, Mr Walsh says: "Obviously independent chemists will have to show OTC increases ahead of inflation if they are not to lose profitable volume turnover to the large multiples and grocery outlets. This can be done by giving the pharmacist a good crosssection of high quality products at comparatively low prices together with a regular delivery service."

#### 100 for Numark wholesaler

In the first month, after becoming a Numark wholesaler, Branded Goods Ltd. Stoke-on-Trent, have recruited over 100 members to the scheme. Managing director, Mr David Ward Best, says the target is 200 by Christmas. "I am quite sure we will achieve this figure."

Two recruitment meetings have already been held and a third is planned in October. "Chemists should realise that they cannot afford to sit back and wait until Numark becomes 100 per cent viable in their eyes and we are advertising on television—they must make a contribution now," says Mr Ward Best. "Nothing will work for you unless you work for it.'

Numark September/October promotions cover Body Mist aerosol, Brut 33 balsam plus protein shampoo, Ribena, Kotex New Freedom, Johnsons baby powder, Formula 16, Lady Formula 16, Gerber strained and junior baby foods. Optional extras will include Hedex, Fynnon Salt, Fynnon calcium aspirin, Dinneford's magnesia gripe mixture and Clear Night. Details from Independent Chemists Marketing Ltd, Mallinson House, 321 Chase Road, London N14 6JN.

#### Vestric promotions

National promotions for September from Vestric Ltd, Chapel Street, Runcorn, Ches WA7 5AP, include the following products: Kleenex for Men and Boutique; Wilkinson double edge blades and Bonded blades; Cussons Imperial Leather soap; Brut 33 antiperspirant and deodorant; Twice as Lasting conditioner set and color set; Colgate dental cream; Lil-lets; Cream Silk; Dry Look; Johnson & Johnson baby oil and soap; Suleo shampoo: Brylcream and anti-dandruff variant; Falcon; Phensic; Night Nurse.

# OUR GREAT 8 WEEK RADIO CAMPAIGN CAN BE HEARD IN ONE SPECIAL HOUR.

Our new campaign for Formula 16 and Lady Farmula 16 will run aver 8 weeks. The biggest ever national radio campaign far a hair calaur restarer.

And just to make sure you hear the new commercials we're launching them in a special ane-hour segment.

7.30 am to 8.30 am. Manday 8th September. Over every cammercial radio statian in Britain.

The campaign is aimed at 29 millian listeners. 70% of all UK adults.

And as if that wasn't enaugh we're backing it up with a national magazine campaign that includes Farmula 16 shampoo.

Full pages and half pages in ten leading national magazines including Reader's Digest, Punch, Cauntry Life, Vague, Penthouse. That brings our suppart for Formula 16 and Lady Farmula 16 to £100,000 this year!
We hape you read us laud and clear.



FORMULA 16

L. E. Vincent & Partners Limited, Kings House, 10 Haymarket, London SW1.

Sole Distributars Great Britain: E. C. De Witt & Co. Ltd., Seymaur Road, London E10. Tel: 01-539 3334.

#### **Trade news**

Continued from p300

#### Eyeshadow unit

A counter display unit holding ten shades of the new Maybelline Ultra Frost and Ultra Velvet ranges is available from Plough (UK) Ltd, Penarth Street, London SE15 1TR. The display holds five each of the ranges, and has the message: Powder shadows as smooth as cream. The ranges will receive advertising support this autumn in women's magazines and on television.

#### Tufty Tails competition

"Bum your way to Istanbul" is the title of a competition organised by Tufty Tails for retail pharmacists. Entrants have to match one of 25 babies' bottoms with a full length picture of a baby, guess his birth-date and buy a case of Tufty Tails during September. MoDo Consumer Products Ltd, MoDo House, Chichester Street, Chester CH1 4BP, are offering every entrant a £1 money order and the chance to win a holiday for two in Istanbul or 50 mystery prizes.



#### Correction

The solar control film for shop windows produced by 3M United Kingdom Ltd is called Scotchtint and not as stated in the shopfitting issue, August 23. Inquiries for the film should be addressed to the company's nead office, 3M House, Wigmore Street, London W1A 1ET.

#### Bonus offers

Carter Brothers, Glen Laboratories, Shipley, Yorks. Anduvite multiplex vitamin and mineral capsules. Eight 90-day courses free with every six-case order of 30-day course.

## on TV next week

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia, U—Ulster; We—Westward; B—Border; G—Grampian: E—Eireann; Cl—Channel Islands

Double Amplex capsules: Ln Elnett Satin hairspray: All areas Hermesetas: M, Y, Sc, NE Immac: All except E

Pears foam bath: All areas

Pepsodent: Y, NE Poise: Ln

Stowaway: All areas

Tegrin: Lc, Sc, G, WW, We, So, Cl Three Wishes foam bath: All areas Ultra Lash mascara: All areas

## Prescription specialities

#### SYNOGIST shampoo

Manufacturer Maltown Ltd, 79 Manns Buildings, Batley, West Yorks WF17 0JE Description Clear yellow liquid containing undecylenic acid monoalkylolamide sulphosuccinate 4 per cent w/v (50 per cent active matter)

**Indications** Seborrhoeic dermatitis of the scalp (dandruff) and seborrhoea capitis oleosa (excessive oiliness associated with dandruff)

Method of use Wct hair thoroughly, apply about 5ml, massage into scalp. Rinse and repeat, allowing lather to remain for two to three minutes. Rinse thoroughly. Apply



twice weekly for one month then once weekly for prophylaxis

Precautions Avoid eyes Packs 120ml bottle (£0·46, trade) Issued April 1975

#### **BACTIGRAS** tulle

Manufacturer Smith & Nephew Ltd, Welwyn Garden City, Herts

**Description** A gauze of leno weave impregnated with yellow soft paraffin containing chlorhexidine acetate 0.5 per cent. Each dressing is enclosed between two leaves of paper or plastic film, packed in a scaled pouch and sterilised by ionising radiation

Indications Prevention of infection in surgical, traumatic and ulcerative wounds and other skin conditions. For already infected wounds, can be used with other topical and systemic antibacterial agents. Active against wide range of Gram-positive and some Gram-negative organisms.

Contraindications Chlorhexidine allergy Method of use Suitable for adults, children and infants. Frequency of application depends on clinical circumstances

Storage Flat in a cool place

Packs Carton of 10 peel packs containing one dressing 10cm x 10cm (£0.77)

Supply restrictions Initially hospitals only Issued September 1975

#### **SANOMIGRAN** tablets

Manufacturer Wander Pharmaceuticals, 98 The Centre, Feltham, Middlesex TW13 4EP

**Description** Ivory/yellow, coated, biconvex tablet 5.5-5.6mm diameter, printed "Wander" on one face. Each contains pizotifen hydrogen malate 725mcg (equivalent to 500mcg pizotifen base)

Indications Prophylactic treatment of recurrent vascular headaches, including classical migraine, common migraine and cluster headache (periodic migrainous neuralgia)

**Dosage** Usually one tablet three times daily, but should be adjusted to patients'

requirement: 0.5mg daily increasing usually to 3mg daily. Occasional patients may benefit from up to 6mg daily

Precautions Patients should be warned about the possibility of drowsiness and its significance in driving and operation of machinery. Although anticholinergic activity is relatively weak, should not be given in closed angle glaucoma or patients predisposed to urinary retention

Side effects Drowsiness, weight gain or increased appetite. Dizziness and nausea have been reported infrequently

Packs 100 tablets (£3·30 trade)

**Supply restrictions** Interim prescription only order

Issued September 1975

Notes Pizotifen has a broad antagonistic activity against biogenic amines. Tests show powerful antiserotonin and antitryptaminic properties, marked antihistamine effects and some antagonism against kinins. The drug inhibits the permeability-increasing effect of these amines on cranial vessels, thereby checking transudation of plasmakinin and maintaining the pain threshold of the receptors at "normal" levels. Pizotifen also inhibits the re-uptake of serotonin by blood platelets thus maintaining plasma serotonin and preventing loss of tone in the extracranial arteries, one of the first events leading to the migraine attack. The drug also has weak anticholinergic, and sedative and antidepressant properties

#### **BRUFEN 400 tablets**

Manufacturer Boots Co Ltd, Nottingham NG2 3AA

**Description** Light-magenta coloured, sugarcoated tablets marked "Brufen 400" in black, containing ibuprofen 400mg

Indications etc As for other Brufen preparations

Packs 100 (£3.53, trade) and 250 tablets (£8.82)

Supply restrictions Interim prescription only order

Issued September 1975

Supplement to Chemist & Druggist September 6 1975

# Beauty Business

If they wanted one hairstyle we'd be selling only one hairdrier.



Instead we're selling four.

A Floating Hairdrier. A Compact Hairdrier. A Lightweight Pistol. And a Hairstyling set.

A new range to take care of every hairstyle.

And every woman.

Women have already taken to them. But with

Christmas coming on, we expect they'll do even better.

So make sure you've checked you're stock.
You can't go far wrong with one range that takes

care of every hairstyle.

Lightweight Pistol Hairdrier £8.39 Compact Hairdrier £9.99 Floating Hood Hairdrier £16.19 Hairstyling Set £16.49 Suggested Selling Prices (inc. VAT)



**PHILIPS** 

Simply years ahead.



# If you're wondering whether to order Lastolita-have a quick word with your wife...

Lastolita tights and stockings are the most attractive support wear a woman can have – and that's very important if she has varicose veins, leg troubles, or if she's expecting a baby.

Lastolita maternity tights have a unique fishnet elastic support panel to give legs and tummy continual support.

Together with Lastolita lightweight tights and stockings they make every woman feel comfortable ... and beautifully fashionable.

A convenient display unit is available to keep sales moving fast.
Full details from your
Lastonet Rep; or write to
Lastonet Products Limited,
Redruth, Cornwall.

Lastonet Products Ltd.

# Facing up to autumn

The face takes on an important role this autumn. No longer does the "natural look" prevail or does makeup subtly blend in with the fashion look. This autumn's face becomes the focal point of the whole fashion ensemble.

Sheer-line clothes, sleeker, narrower and more sophisticated than for some time, is what is predicted for the autumn, and this in turn calls for new approaches to hairstyling and makeup. Wayward curls, previously popular, give way to a new smoothness, and hair is often sleeked back and coiled at the neck.

#### Feminine air

With clothes reflecting the sombre muted shades of heather, blueberry, forest green and blackberry, the face has the important task of brightening the look, of giving it a feminine air, though not overpowering it with colour. Basically the look is one of a smooth porcelain complexion with a blush of colour on the cheekbones. Eyes are important for the look, and this autumn they take on an almond shape.

Eyeshadows are blended on the lid and extend outwards and under the eye to form an almond shape. Highlights are used close to the browbone, and eyebrows are lightly defined with pencil. The lashes are either "very black," tone in with the eye shadow and extra definition may be given to the eyes by using a colouring pencil to outline them around the lash line.

Lips are red, although muted clarets rather than bright reds are prevalent. They give extra distinction to the face and blend in with the overall look. Nails match the lipstick colours.

Max Factor's autumn colours are misty, mellow and muted. They use their new Shadow Play colours for the eyes in the darker shades—blackberry frost, midnight blue, and sage frost-teamed with misty, silvery highlights-silver frost, greenshine frost and cinnamon frost. The shadow is "winged up" at the outer corner of the eye to blend with that of the upper lid.

The complexion is softly shimmering pure true beige or pure nouveau beige in the Pure Moisture makeup range: finished with Shimmering Creme Puff. Shape is given by brush-on blusher in frosted dusky rose, or frosted golden amber shades. Lips gleam too, with Lip Potions shine over their new colours in the lipstick range: rich chocolate, a spicy brown, or rose noire in the Double Rich Whipped Creme range.

L'Amour is the look by Helena Rubinstein—a look that reflects a gentle elegance with an emphasis being placed on the eyes. They use their Skin Life

range to create the autumn look.

Good bisque deep moisture liquid makeup together with translucent face powder give a soft, muted base for the look, with good scarlet blushing creme to gently shape the face. The eyes are highlighted at the browbone with good pink deep moisture eyeshadow cream with good sterling shade smoothed over the upper lid in a slightly slanting almond shape. Good lavender eyeshadow is blended from under the centre of the eyebrow to the inner corner of the eye and gently highlights the base of the upper and lower lashes. Smoky plum automatic eyeliner is drawn at the base of the upper and lower lashes and then is gently softened by using the fingertips.

Lashes are black, using Minute longlash brush-on mascara, and the lips are full, tinted with good mauve deep moisture lipstick. The look is finished by strong and glossy nail polish in either smokey plum or iced burgundy shades.

Revion are introducing new products and colours for autumn. This month they launch Soft Frosts, a blend of Touch & Glow liquid makeup with a frosted sheen that results in a natural glow. In four shades-bisque, beige, tan, tawny beige. They also introduce a new, conditioning brush-on mascara also in four shadesblack, dark brown, brown, charcoal blue. The mascara brush has a double action: short bristles build up colour, while the long bristle side curls and separates the lashes.

Next month they introduce co-ordinated lip, cheek and nail colours in hues of roses, reds and russets. All the shades are frosted. In the Natural Wonder range a crease-proof, water-proof, smudgeproof cream eyeshadow-Once-a-day eyeshadow— is to be introduced in November. The range comprises 10 shades including aubergine, sable and clear sky.

#### Army influence?

A departure from the trend—although still taking the colours of dark green, desert brown and bluey greys- is Mary Quant's autumn look. A look which uses "camouflage" colours, shades that merge into the background of a fashion story they say owes a lot to the army surplus! Khaki is their favourite colour introduced in a new Peep Eyes colour combination: jungle greens comprising dark bottle green and khaki green. There are also two other Peep Eye sets introduced for autumn-steel blues and desert browns. The eye colour is swept up and out below the eye and focus is put on to the lips and nails that are coloured deep brown or red.

#### **Beauty Business**

Editor: A. Wright

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Courtesy of Helena Rubinstein



Courtesy of Max Factor

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308 Chemist & Druggist

# The development of eyeshadows

by Peter Murphy, marketing manager, and Tony Ratten, product development chemist, Maybelline eye products, division of Plough (UK) Ltd.

The past 20 years have witnessed a vast increase in the number and type of eyeshadows available. Each season brings with it new colour ranges, new formulations and an increasing sophistication in packaging and design. However, the origin of eye-makeup lies as far back as the Egyptians and it is interesting to note that although improvements have been made to the ingredients used in making eyeshadows, the basic process remains unchanged.

From early civilsation to the present day, eye make-up has changed extensively in concept, usage and composition. The early cultured peoples accentuated the eye and gave it prominence over all other facial features—its importance originating in an ancient heritage of pagan religion, superstition and magic. The frescoes and painted human images of ancient Egypt gave the eye dominance as a symbol of beauty: men and women alike used eye-make-up extravagantly to give an exotic air to their appearance. During the Middle Ages to the end of the 18th century however, cosmetic fashions were very much muted, and it was not until the 19th century that any real interest was taken once more. The 20th century saw the beginning of eye cosmetic use along today's lines, with dramatic stage

make-up ideas toned down to suit everyday life.

#### Eyeshadow 'craze'

The beginning of the 20th century saw a "craze" for coloured and gilded shadows. Between the wars, eyelids were generally coloured for the evening and glossed with lanolin during the day. The Vogue Beauty Book of 1933 suggested that shadows should match eye colours, although a tint of violet or silver could be used to provide a touch of glamour for the evening. Blue mascara was considered to be the most flattering, with blue-green the most natural. The daring used false eyelashes, and the less adventurous curled their own.

It was not until the 1950's that eyes came into their own, when lip colourings

became softer. Discoveries of new materials to be exploited resulted in new concepts and formulations. For example, the "sparkle" was first put into a shadow by using fish scales, later aluminium powder was introduced, and today coated micas and bismuth oxychloride are used. Different grinding techniques have recently been employed to extend the pigments to give full colour as well as to decrease the particle size and thereby eliminating "grittiness".

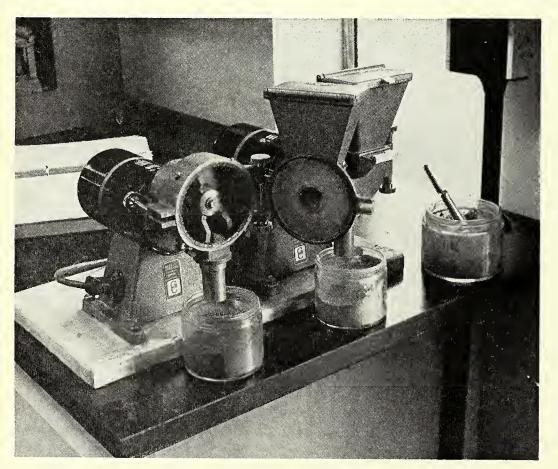
#### **Development of synthetics**

In the 1920's and '30's, eyeshadow creams were far more basic in content than they are today. An important development has been the use of synthetics. These consist of the "film formers" of the plastics and resin industries which affect the viscosity and lasting qualities of the product. Synthetics also give a subtler choice of pearlised effects popular now.

More than ever before, there is an awareness that packaging and presentation can affect the exact physical properties of the product. Compatability of packaging with the product is an important consideration for manufacturers for some organic materials can permeate through some grades of plastics; fatty acid esters permeate low density polyethylene, for example. This results in a greasy "feel" to the outer part of the tube or container. Stability testing is needed to ensure that packaging and formulation do not give rise to such problems in the shelf life of the product.

#### **Powders introduced**

Until the 1950's most shadows were in cream form, but at this time, powders also became popular. These have an oily blending ingredient that holds the shadow together both when pressed and when applied. By altering the physical nature of the binder and its proportion in the product, the degree of fluffiness, compressability and smoothness of application is controlled, although other ingredients in the formula can also contribute to these and other properties. For example, metal stearates are often used to improve the "feel" of powder shadows. And with pressed powders, the pressure applied will affect the



In the experimental stage of making an eyeshadow, laboratory apparatus is used. This is a smaller version of the full-scale production machine. Here a powder eyeshadow is being milled. Three hammers rotating at speeds up to 6,000 rpm, swing outwards. The milled powder particle size is determined by the hole-size in the screen used.



The powder eyeshadow is pressed by the use of an hydraulic press in the laboratory. Any changes in pressure will affect the appearance, and ease of application of the shadow. The cloth material (shown removed clear of the pressing tool) is used to impart an attractive surface to the pressed powder and also to prevent powder adhering to the pressing tool. Pressed experimental samples of Maybelline Ultra-Velvet and Ultra-Frost are also shown.

resistance to breakage in transit or use, the product "pick up" (the quantity which can be taken up by an applicator or finger), and "payoff" quality (the appearance after application).

Typical formulations

Colours should be fully extended by grinding. There are restrictions, however on the colours which may be used from the range already approved for cosmetic application. Colours, talc, stearates and other powders are usually ground or milled together. Pearlising agents are normally added after milling since their pearlising properties are adversely affected by milling. A typical powder shadow formulation might consist of the following: preservative, talc, approved colours, and metal stearate(s) milled together, then mixed with an oil binder system; add a pearlising agent. A typical cream shadow formulation might be: melts oils and waxes, then mix in milled approved colours, plasticisers and add pearl pigments (if desired).

Pearl pigments used today are natural pearlescence from fish scales, bismuth oxychloride and mica coated with titanium dioxide or bismuth oxychloride. The natural pearlescence is very expensive but gives excellent results. Bismuth oxychloride is less expensive and can give excellent results but degrades on exposure to ultra-violet light. Some grades of titanium coated micas are the least expensive method of adding pearlescence but they often

only approach the performance

other two. A recent important contribution has been the development of bismuth oxychloride coated micas which, together with titanium coated micas are now often preferred, for reasons of cost, to the often very expensive 100 per cent bismuth oxychloride.

Basic colours are obtained from the following. Red, yellow, brown and black are obtained from iron oxides; chrome oxides are used for green; ultramarine blue and ferricyanide compounds are used for blues; titanium dioxide and zinc oxide for white; carbon black is used for black, and carmine for really bright red; other colours by mixing.

Today there are regulations laid down by the Food and Drug Administration in the United States, which could be followed in the near future by Common Market regulations, to restrict the use of certain ingredients that can be harmful to the eyes. Great care has to be taken in all formulations and a comprehensive series of dermatological and toxicological tests should be carried out prior to manufacture.

**Ancient origins** 

In conclusion, changes in eye make-up have resulted mainly from a development in ingredients, rather than method or preparation, with synthetics playing an important role here. As in ancient times, the ingredients need to be ground or milled, and the sophisticated machinery of present-day cosmetic firms owes its conception and basic function to the

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# Good grooming

#### Autumn opportunities to increase turnover

As summer draws to its close and it is once more necessary to think of layers of clothes and thick, heavy boots, it is easy to forget the beauty routine begun with such fervour in the spring. Certain parts of the body, particularly the hair, hands and feet, become neglected. However, autumn is also the party season, when customers will want to transform themselves from their daily cover-up situation to wear clothes exposing normally enveloped arms and legs. Beauty Business covers a few ways they can ensure they are always well-groomed for those special occasions!

#### Well-groomed hair

No matter how well hair is cut, the total effect can be marred if the hair itself is not well groomed. For healthylooking hair, suggest that customers condition their hair after it is washed. Creme rinses such as Wella, Silvikrin or Breck should be used after most washes with conditioners such as Wella pink and blue, Alberto Balsam and Sunsilk used every four or five washes.

To keep hair clean and shiny, a brush, preferably bristle, is the answer. Different hair types need different strengths of bristle however— the general rule is the heavier the hair, the stiffer the bristle. And different types of brushes suit different customers' needs: radial or semi radial styles suit medium and thick hair, short or shoulder length, and particularly those who have a "flick" action when brushing their hair; narrow, slim styles suit short hair; oval brushes for long hair.

Combs also suit different hair types: recommend a coarse toothed comb for long, thick hair, or coarsely curly hair; fine textured hair needs a fine-toothed comb. G. B. Kent & Sons have a wide

Courtesy of Revion

range of bristle brushes and saw-cut combs; other makes are Addis, Jacquelle, Laughton and Newey Goodman.

Setting lotions used in conjunction with rollers and curlers, such as Combarollers and Relaxa-curlers, help to make a style last longer. Suggest the Twice as Lasting range, Amami, or the new Alberto lotion that may be used on wet or dry hair. For those who blow dry their hair, Wella Blo Dry gives a longer-lasting look.

Heated rollers are also useful to keep hair looking well groomed. Suggest those by Pifco, or Carmen conditioning rollers that combines two roles in one. For shorter hair, Sunbeam's Mist-Stick curls the hair in minutes and the steam gives control for styling.

Hair sprays of course, help to keep the hair in place. Many have variants for different hair types. Suggest Elnett, Bristows, Wella Flex, Supersoft or Revlon Flex that contains a conditioner.

Unwanted hair presents the same problems in autumn as it does in the summer—it can be just as unsightly through tights as on bare legs. Suggest depilatories such as Immac, Veet, Nair, and Buto or electricals as Ladyshave by Philips, Lady Remington or Lady Braun for speedy removal.

#### Housewife's hands?

Hands tell their own story, so they say, and are an area that should be given attention. Hand lotions such as Jergens lotion, Vaseline Intensive Care, and Atrixo will help to prevent moisture loss and keep hands feeling soft and supple. Always recommend the use of household gloves to protect hands from household chores.

A weekly manicure goes a long way towards keeping nails well groomed. Basic steps are:

- 1. Remove old polish, preferably with a polish remover containing oil or landlin—Cutex oily polish remover, Lotus nail polish remover.
- 2. File nails with an emery board from sides to centre angled downwards.
- 3. Soften cuticles with cuticle remover and push them back with a hoof stick or a cotton wool-wrapped orange stick.
- 4. Clean nails gently with an orange stick wrapped in cotton wool soaked in polish remover.
- 5. Massage nail treatment cream into the base of each nail and buff nails in one direction.
- 6. Apply base coat followed by two coats of polish or one coat plus top coat.

This routine should only take about half an hour, encourage customers to adopt it regularly.

There are many products to offer the

customer for nail grooming. Besides base coats, top coats and removers there are many more "specialised" products to suit most requirements.

For cuticles: Revlon's cuticle massage cream and creamy cuticle remover; Mavala cuticle oil and a newly-introduced cuticle remover; Sally Hansen, Cardinelli, Rimmel and Rouge Baisir cuticle remover; Cutex cuticle cream and remover, Nailoid cuticle oil and remover, and Woltz Italiana cuticle softening cream and remover.

For brittle and splitting nails: Revion nail cream; Sally Hansen nail treatment cream; Elizabeth Arden's moisture lotion for nails.

For weak nails: Wonder Wear by Revlon, a conditioning base coat; Mavala Scientifique, applied to the top of the nail once or twice a week; conditioning nail soak by Arden; Sally Hansen Hard as Nails; Rouge Baisir and Nailoid nail hardeners; Cutex Strong Nail.

For growing nails: Mavaderma by Mavala. For repairing nails: Revlon Mend-a-nail; Mavala Refix—these fuse together nails that have split.

False nails: Eylure, Cardinelli.
For nail biters: Mavala Stop; Nail Biter
by Sally Hansen; Stop It, Fassett &
Johnson; Stop & Grow, Mentholatum;
Nail Bite, Cupal.

Other nail grooming products include nail files, emery boards, orange sticks, scissors, hoof sticks, nail polishers, nail clippers. Makers are Solport, Nailoid, Rand Rocket, Newey Goodman.

Feet must be the most hard-working part of the body, yet the average person spends less than five minutes a day looking after them. Try to "educate" customers that prevention is better than cure, that a home pedicure will go a long way towards preventing the foot complaints that nine out of 10 adults are said to suffer from.



Courtesy of Nivea

General tips for foot care should include that they be washed daily in warm water and dried thoroughly, particularly between the toes. Toenails should be trimmed about once a month -nails being cut straight across using nail clippers, pliers, or scissors such as those by Scholl, Solport, Olive, and Rand Rocket. Edges may be filed with an emery board.

To prevent foot odour feet should be sprayed daily with a foot spray. There are many to recommend: Foot Guard; Scholl's; In-Step; Radox; Cool Foot; Foot Cool.

Suggest that customers give themselves the luxury of a home pedicure once a week. This is the time when rough skin may be removed by a pumice stone, Scholl's corn and callous file, or rough skin remover such as Pretty Feet by

Scott & Bowne. This not only keeps the feet well-groomed but can prevent hard skin from growing into a painful callous.

For combatting dry skin on feet and legs, Revion's Natural Honey dry skin lotion or Scholl's softening lotion leave the skin soft and satiny and are ideal for tanned skin that is beginning to flake. Basically the pedicure follows the same routine as a manicure—with the toes separated with cotton wool first.

To get the good grooming idea over to customers devote a display area to the grooming theme. Include nail polish removers, base and top coats when displaying a nail polish range; and have a nail grooming bar containing the products for problem nails. Nailoid have a useful two-in-one display bar that features their complete hand and nail range, including their nail polishes. And

Solport have a compact manicure stand that could fit into most good grooming displays. With the approach of the gifts season, include manicure sets in displays.

The same is true for displaying footcare products. Always place related products such as foot sprays, pumice stones, leg and foot treatment creams next to foot care displays such as those produced by Scholl.

For hair too, devote a shelf area to a hair care theme-include brushes, combs, heated rollers, hairdryers etcwith shampoos, conditioners, hairsprays, setting lotions and so on. Hair curlers and rollers, such as those by Newey Goodman, usually are blister-packed and give good visual impact. Product-related displays for hair, hands, and foot care will help your customers to get and keep the good grooming habit.











.Foot care, courtesy of Scholl



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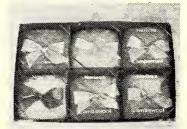
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# Who wants curls? New CRAZY CURE gently steams in cur



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product of its kind.

And just look at the advertising! Hard-hitting, big-impact double pages in leading national women's magazines. These are aimed straight at the growing 16-24 sector of the hair-care market. Crazy Curl is something no fashion-conscious girl can resist-dozens of styles at her fingertips in just seconds!

Crazy Curl is unique. This product is gentler on the hair than ordinary curling tongs. So quick, so easy-it's the biggest advance in home

hair styling in years!

Ask your wholesaler for details, and stock up now. If people think you're crazy, tell them you are...and laugh like a mad fool all the way to the bank!

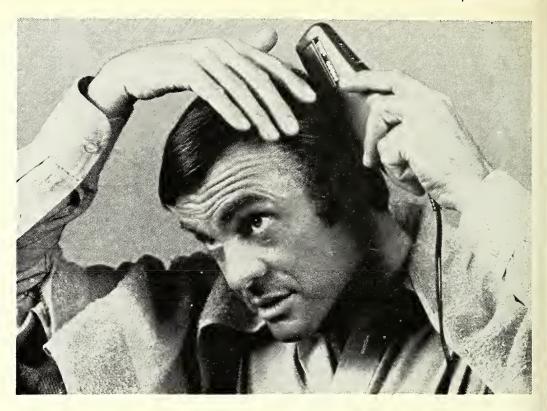
## **Philips** launch aid to hair grooming

An aid to good grooming is being launched this autumn by Philips Electrical Ltd-the Home Trim (£13.99), an electric hair cutting "comb" that may be used for a partial or complete trim on short or long hair.

The result of six years research by Philips, the Home Trim is compact and has a protective guard that may be raised or lowered to determine the degree of cut required. Philips suggest that first-time users should place the dial at nought-giving complete protection against the cutting edge-to get the "feel" of the product. Most users have the dial on 4-6, giving a medium trimming action, say Philips. The trimmer is moved through dry hair in a combing action, the blades trimming as it combs, and can cut a straight edge or can layer and thin the hair.

#### **Extensive research**

The Home Trim is the result of extensive market research. First conceived in 1969, a survey showed that 4 million people have their hair styled at home. Of these, husbands and children formed the greater proportion, and most used ordinary scissors. Therefore it was felt that there was a tremendous "untapped" potential.
Product development was completed



in 1973 when a further market survey was carried out. Results showed that in 5.2 million households in Britain, at least one person has their hair cut at homea 16 per cent increase on 1969. Hair cutting scissors, and razor-thinning combs had also increased in importance since the survey in 1969.

Most people have their hair cut every 2-3 months—men slightly more frequently -and more than half of those having home haircuts never visit a hairdresser; a further 39 per cent only go occasionally. Results showed very little regional difference-slightly more people have home cuts in the north of England than in the south-and that there was considerable interest in the kind of product Philips were offering.

Aware, however, of a reluctance by consumers to try a home trimmerparticularly when other 'home cutters' in the past have had disastrous results-

Philips concentrate on three selling benefits: safety, simplicity of use, and effectiveness. The product is BEABapproved, is hardwearing—the only parts that would need replacing are the trimmers and this is done very easilyand one needs no professional skill to use it. It has a functional, family appeal and comes in charcoal grey, a colour acceptable to both men and women.

#### Promotional support

Philips are supporting the product with television advertising in the ATV, Granada and Trident areas from November 16—December 13. Point-of-sale includes a showcard and till stickers which feature an introductory cape offer (to be worn when using the trimmer). At 60p it represents a saving of 35p. Packs, displays and the commercial all have the theme: "Makes cutting as simple as combing".

#### Young appeal for Lip Potions

March this year saw the introduction of a new type of lip gloss from Max Factor Lip Potions. A lip gloss in itself is not new of course, what is new about this product is its method of application. Lip Potions is a roll-on lip shine.

First developed in the US in the early 70's, it took about one year to develop the formulation for the product's application and shine properties. Further tests were then carried out to ensure that ingredients were compatible and non-irritating. Lip Potions was introduced onto the US market in November, 1973, and is said to enjoy brand-leader position in the lip products section.

Research was made into the acceptance of different flavours for the lip gloss and in the US there are many more flavours available. Lip Potions was first introduced here in natural and fresh mint flavours followed by five new flavours in July-ripe cherry, wild strawberry, fresh orange, spiced apple and passion fruit.

Aimed at the youth market, the product has been given Press and television support. Advertisements appeared in women's magazines and there was a national television campaign around the launch time. The television commercial, depicting a "Superman-type" rescue, captured the current 50s revival that has its appeal mainly with the young.

Max Factor spent £130,000 on promotion of the product this year, and have met with considerable successover 1½ million unit sales have been made so far. They look forward to repeating the kind of success they had in the US here, in what is now a bouyant section of the makeup market.

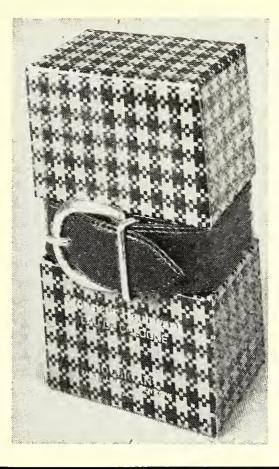


#### Wide range of appeal

The 1975 fragrance range from Cosmetique Vigdor has something for most people. For the man there is the "Age of Chivalry" aftershave that comes in woodveneer drums decorated with six different knight-in-armour prints.

For the woman there are their "standard" products—eau de Cologne and lavender water. These are presented in 213cc bottles or 740cc glass-stoppered decanters. The crystalised bath perfumes also presented in polished veneer drums decorated with fine floral prints are claimed to be "an ornament to any bathroom". There are four fragrances offered in all. They also have bath concentrates, suitable for both bath and shower, and "pink Champagne" bubble bath essence.

With the gifts season in mind, Cosmetique Vigdor have a wide range of novelty bath oil packs, ideal for most Christmas trees. Included in the range are a lantern, star, ring, butterfly and lighthouse styles.



#### Autumn promotions

This attractive Monsieur Houbigant pack in the familiar black, brown and gold pattern, is included in one of the four Christmas coffrets produced by Houbigant Ltd, this year. Houbigant begin a pre-Christmas advertising campaign next month for all their ranges. Monsieur Houbigant, Chantilly, Musk and Quelque Fleurs will be featured in peak viewing times on television, and in full-page, colour advertisements in the TV Times, Sunday Times magazine and Vogue and She magazines. The advertising lasts until December.

Recently introduced by the Alyssa Ashley division of Houbigant Ltd, is a new fragrance range—Patchouli. This joins the popular Musk, Civet, and Ambergris ranges.

Patchouli is presented in black and silver packs with a patchouli leaf motif. The fragrance comes from the dried branches of the woody Indian plant and the range comprises an oil and two sizes of spray mist.

# Autumn hair

Autumn and winter is the traditional time when women are more likely to "experiment" with using hair colourants, and with the increasing cost of professional treatment, more women should be using home colourants this year. Depending on their experience with hair colouring, or the permanence of colour they require, the demand should cover the range of permanents, semi permanents, temporaries and lighteners, and most manufacturers provide colour charts to make selection easy.

Hairstyles are influenced by the current trends in fashion. The movement owards sophistication in clothes will be echoed in smoother, sleeker hairstyles his year. Popular fashion colours this autumn will be spruce green, silver birch and blackberry, and these too will nfluence the more fashion-conscious olourant buyer. Bristol-Myers suggest he following shades to go with autumn

To go with silver birch Bristol-Myers uggest a warm brown, such as their Nice 'n Easy medium warm brown, or lark auburn. For spruce green—dark oniferous shades that have taken over rom the popular mint green of summerhey suggest Nice 'n Easy natural golden plonde, natural light brown or natural eddish blonde, depending on the user's nair colour. And for the other vogue olour, blackberry, they recommend rue Blonde's Champagne blonde.





Short styles for autumn, say Wella, are softer, graduated styles giving a more feminine effect. For these two styles Wella use their pink or blue conditioners, and Wella Colour Confidence.





Two longer styles are produced by Clairol. Softer, more controlled curls replace the "frizz" and "bubble" looks of some months ago. These looks are created by using Clairol Nice Nice 'n Easy and True Blonde ranges.



Beatson Clark

Beatson, Clark & Co. Ltd., Rotherham, South Yorkshire.

#### FIP DUBLIN: MAIN SYMPOSIUM

# Quality control of medicines

The international problems which make it difficult to produce a universally accepted set of quality control requirements were outlined by Mr C. A. Johnson, British Pharmacopoeia Commission, during the main symposium on the basis for the quality control of medicines.

International problems, he said, were quite simply "problems between nations". They had their roots in national circumstances and what may seem to present no problem in a domestic context would often be an immense stumbling block when viewed by the world at large.

The obvious advantage of exercising international control—real control having mandatory force, and not merely a pseudocontrol by advisory statements—could be seen from the pattern of drug manufacture throughout the world. A survey of the major pharmaceutical innovations during the two immediate past decades had revealed that almost 90 per cent of such innovations stemmed from five countries only and, within those countries, from relatively few companies that could be classed as international giants. It was on those major pharmaceutical companies that the heaviest burden of disparate national requirements for control inevitably lay; the financial implications that such a multiplication of effort involved would be considerable.

Countries in which the pharmaceutical industry is a major contributor to the national economy may have developed rather different relationships with that industry than would be the case in countries that rely heavily or solely on the import of medicines from elsewhere, Mr Johnson argued. During the years, the history of the development of the use of medicines in a given country, particularly where this has been affected by the source of the medicines, would have had a profound effect on the environment existing in that country today.

#### Laws and interpretation

Another important factor was the law of the country. "Within the context of work on behalf of the European Pharmacopoeia . . . I have seen problems that appear to be due to differences in interpretation and application arising from basic differences in Roman and Common Law," said Mr Johnson.

The fourth fundamental cause of problems was language. It was self-evident that, in order to communicate, there had to be a sender, a receptor and a commonly understood code in which the exchange of ideas may be framed. In international communications, sender and receptor frequently employed different codes and that required an intermediary step to be introduced whereby one code was changed to

another. "But there are two elements of importance in the case we are considering; one is the scientific idea that is to be communicated and the other is the language in which it is to be sent and that in which it is to be received. All too often we may be faced with the choice of employing an interpreter who has complete command of the two languages but understands little of the science, or of employing a scientist well-versed in the problem to be communicated but having an imperfect knowledge of one of the two languages involved".

Those who had studied several English versions of the Epistles of St Paul would know of the different nuances, interpretations, and even matters of fact that may be found despite their derivation from a single source. "This is particularly pertinent when a version has been produced from texts that have passed through two or even three intermediate languages. It is not infrequent for apparent differences of opinion to develop in international discussion meetings that may result in long argument that later can be seen to have arisen, not from any fundamental difference in attitude but from an initial misunderstanding of what others were saying". Paradoxically, even with the same language, different interpretations might arise according to national usage.

#### Tendency to chaos

"History, environment, law and language all have their part to play then in producing a certain entropy in international relations—a certain tendency towards chaos. The initial letters of these four fundamental factors spell, in the English language, hell. Sometimes in our attempts at international agreement we do not seem far from that unfortunate state".

On registration, Mr Johnson felt that, because of the relatively short history of the majority of national registration systems and the wealth of complex problems with which they have been beset, there were difficult problems of resolution on a national scale, let alone an international. What measures should be required, for example, to establish nonteratogenicity, non-carcinogenicity, safety aspects in general, freedom from adverse reactions, efficacy of a drug in use and adequate bioavailability from its proffered dosage form?

In many countries during the last decade authorities had sought advice from specialists and framed their requirements on the advice they had received; advice that had been conditioned by the environment and background experience of the specialist concerned. "One has only to compare the differences in requirements as to the species and dose levels required by different



authorities as evidence of non-teratogenicity to recognise the multiplication of effort that a pharmaceutical company having world-wide marketing aspirations must undertake. Nor is the effect of this to be measured solely in terms of multiplication of effort and increased cost; the unnecessary proliferation of animal experiments that such multiplication implies must also be a cause for concern".

#### Indigenous data requirements

Certain states insisted that data be available from scientists of its own country "surely the very antithesis of internationalism" whilst others insisted that clinical trial information should be indigenous. It had to be recognised that trials carried out wholly from a population of a certain ethnic group may not be applicable to other such groups "but all too often one suspects that the accident of frontiers is quite irrelevant in this connection".

International advice in dealing with the many aspects of the problem had been forthcoming from the World Health Organisation in the form of technical reports enunciating desirable principles to be followed, for example in testing for teratogenicity, clinical evaluation, carcinogenicity and bio-availability. But these represented a pooling of the views of a limited number of experts convened under the auspices of WHO and did not necessarily represent decisions or policy of the organisation itself. Thus the principles set down were advisory guidelines only and had no legal force, national or international. "Under such circumstances it is often rather easier to achieve a degree of agreement than when recommendations made are to be invested with the force of law," Mr Johnson added.

Another initiative of WHO was the collection of information on national drug registration and evaluation requirements and the conception of an international system for information on drugs that would collect and share nationally acquired information. The development of such an initiative, however, was greatly dependent on the extent and scope of the information that was made available to it, and hence was available from it. The agreement of confidentiality which many authorities had entered into with pharmaceutical manufacturers often precluded the transfer of the more pertinent information from the international level and the potential problems for the scheme arising from such confidentiality were now being assessed.

The recent directives of the EEC offered general guidelines that will have a legally binding status within Community countries, said Mr Johnson. However, much remained to be achieved before integrated

Continued on p321



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# Quality control

Continued from p319

and compatible systems were available throughout the member states.

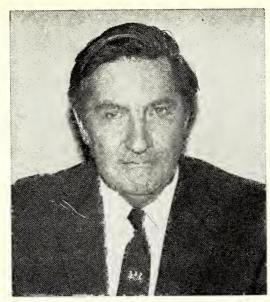
The control of routine manufacture embraced the elements of good manufacturing procedures and of inspection. WHO had again provided a significant stimulus through the approval in 1970 of recommendations on Good Practices in the Manufacture and Quality Control of Drugs. But again these were but advisory recommendations having no binding character on member states. "Undoubtedly, however, they have been influential in affecting and informing decisions made at national level in many countries. The establishment of such informatory guidelines at a time when many national authorities had still to publish their national advice on the subject is a model for future international work of this kind. It is much more helpful and pertinent if advice is offered at a formative stage rather than if a pastiche of already existing national statements is made at a time when most have already defined their position on the subject".

#### International certification

For developing states — "and this is where a marked difference may be noted in attitudes of importing countries as compared with those of exporting countries" the guidelines were weak because they carried no guarantee. In that connection various international certification schemes had been discussed. Initially two types of certificate were called for: one to be issued by the health authority of the exporting country at the request of the importing country that would certify the status of a specified manufacturer and his compliance, as witnessed by inspection, with the code of good practices, the second, to be issued under similar conditions, would certify details of a given batch of a drug and that all relevant details of the manufacture and testing of the batch had been lodged with the health authority of the exporting country.

The latter type of certificate clearly met with considerable resistance from those nations concerned with pharmaceutical manufacture, said Mr Johnson. This was since, not even for domestic use, was such a batch certification scheme available except in the case of certain antibiotic and biological materials in some countries.

"The debate continues and the present form of certification scheme being discussed represents a considerable dilution of the original proposals. This scheme, elaborated by the 25th WHO Expert Committee on Specifications for Pharmaceutical Preparations held in Geneva last November under my chairmanship, recommends that the health authorities of the exporting country would, at an appropriate request, certify to the authority of the importing



Mr C. A. Johnson

country that the product is authorised for sale, or distribution in the exporting country (or give the reason why it is not), and that the manufacturing plant is regularly inspected to ensure conformity with the code of good manufacturing practice".

The scheme also provided for the possible issue of certificates relating to individual batches of products but it had to be admitted that many problems still existed in that connection. States that presently did not require registration of products required for export could give no useful guarantee and the validity of the whole system depended on the effectiveness of the relevant national inspection procedures which were of variable quality from nation to nation.

"On a regional basis, however, it is in the field of mutual inspection procedures that some of the more rewarding international co-operation has been fostered. The adoption of the Convention on Mutual Recognition of Pharmaceutical Inspections by the European Free Trade Association in 1970 marked the beginning of this cooperation which, despite a depletion in the membership of EFTA, has itself been augmented and strengthened. Much of the success of this venture seems to have been due to the regular workshop for exchange of views and the gradual development of a common level of approach to the problems of inspection that has given the confidence to allow national barriers and prejudices to be transcended. Failing such mutual confidence and exchange the penalties are high; the expense of considerable travel requirements and the problems that may arise from a reluctance or refusal of certain authorities to allow foreign nationals to carry out official inspections in their territory are but two of the more obvious problems".

#### Product after-care

Turning to the subject of continued control of the product once it has left the manufacturer's care, Mr Johnson explained that such problems could be exemplified by reference to difficulties of harmonising the requirements of various national pharmacopoeias to produce a regional pharmacopoeia. Perhaps the most fundamental problem lay in the fact that there were differences, not yet completely understood, between the legal status and the purpose of the pharmacopoeia in different countries.

In France the manufacturer had not only to produce material to the stated standard but also had to be able to show that the tests laid down in the pharmacopoeia had been carried through in detail. In the UK the specifications of the British Pharmacopoeia were regarded as the minimum standards with which a product had to comply at any time if it is to be offered for sale or supply as a medicine; the manufacturer need not have tested the material using the pharmacopoeial techniques but, in the event of dispute, he would be obliged to abide by the official methods to determine the outcome.

Another source of debate and difficulty rested in the intention and application of the identification requirements. "It should be a cardinal rule of any specification for a drug that the requirements set are regarded as a whole and that no single test or set of tests should be taken out of context. Notwithstanding this axiom it is the practice in certain countries to require that pharmacists should verify the identity of deliveries of pharmacopoeial materials by carrying out the tests given in the pharmacopoeia. This leads to a demand that monographs for the more frequently handled materials should rely for identification purposes on so-called 'simple' tests -colour reactions, melting point, derivative formation and so on.

#### Complex materials

There were cases, with relatively simple substances, where a combination of such tests might be adequate. A real danger existed, however, where the argument was extended to more complex materials, often very potent, and the assurance of identity that could be offered by such techniques as infra-red spectroscopy and by nuclear magnetic resonance was denied, Mr Johnson commented: "This difficulty stems from different usages of the pharmacopoeia—in my view a misuse in this case -and can be overcome, as is done in Scandinavian countries, by divorcing the concept of unequivocal identification that should be the hallmark of a good pharmacopoeial monograph and that of verification that might be appropriate to the checking of a labelled consignment of newly-delivered material". In such countries simplified systems of verification were available specifically for use in pharmacies that would not have the full range of analytical equipment available.

Specifications had to be constructed with the mind fully aware of the purposes for which they were being established; that posed a particular problem when a socalled "international" specification was to be established. "To be of value to manufacturing and control laboratories in industrialised countries the specification should preferably make use of modern methods of analysis capable of speedy application and of being readily automated. In developing countries, where economic conditions, transport problems and other factors make it likely that very few laboratories are equipped with highly expensive apparatus and the specialist personnel to operate it, such specifications would be worthless; what is needed under these conditions is a specification, as penetrating as can be framed in the circumstances,



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# Quality control

Continued from p321

that uses procedures and equipment that are much less prodigal of capital outlay and highly specialised staff even though it may be more expensive of time. The challenge that this dilemma sets is that it is all too easy to give the impression that the dreaded 'double standard' is being established—one standard for the richer and another for the poorer".

This need not be the case. Mr Johnson cited a specification for a steroid in which one of the most important requirements would be a chromatographic test lesigned to demonstrate an acceptable level of freedom from impurities. The majority of organisations in areas where the exense of equipping and maintaining the control laboratory was of relatively minor concern would undoubtedly prefer to use erhaps high-pressure liquid chromatography for this purpose. For the laboratory which such expensive methods are lenied, however, a monograph framed in uch a way was worthless, whereas one naking use of a thin-layer chromatoraph could perform a useful and pracical function. The latter method would be ess precise in application but it need not e any less stringent. "Which then is the better' standard? Obviously the one that capable of being applied in the given nvironment".

Mr Johnson felt that another area in vhich more positive thought could and hould be given in the laboratories of ountries rich in experience was in the evelopment of methods that could be eadily applied under field conditions to nonitor possible deterioration of drugs nd preparations during transport and torage in unfavourable climates.

In unifying requirements for the Euroean Pharmacopoeia there were problems. t seemed that the simpler and more basic he material to be standardised, the more lifficult it was likely to be for international greement to be reached. Some of the nost spectacular problems resulted from ttempts to prepare specifications for /ater, alcohol, salt and sugar.

#### Vater for injections

Vith water for injections, the problem as the inclusion of a test for pyrogens nd with alcohol, the main stumbling locks revolved around manufacture atural fermentation or synthetic. The roblem with sodium chloride was that naterial available in certain countries ontained small amounts of anti-caking gents—"the European Pharmacopoeia as adopted the rather unsatisfactory comromise of defining sodium chloride as eing the material containing 'no added bstances'. Such a compromise is clearly cking in real authority and will need arther thought and revision in the future".

With sucrose the problem arises from differences in the botanical source. A current EP test, referred to as a test for foreign sugars, was "most certainly not" a general test for foreign sugars since, for example, several per cent of added lactose could be tolerated without failure. "What it does appear to be, however, is an effective discriminatory test against cane sugar and in favour of beet sugar. Thus refined sugar from cane, traditionally a most important article of commerce in the UK and used throughout the centuries . . . is now denied to us as being unsuitable for use in pharmaceutical products because it does not comply with this pharmacopoeial requirement. It may be that in some very specific usage the presence of the trace of material giving rise to the test failure, perhaps a trace of polysaccharide, could be disadvantageous but this hardly seems a reason to suddenly exclude from use in manufacture of syrups, lozenges, elixirs and the like a product that has been used without problem for so long. Sometimes we can clearly see the anxiety for standardisation and control leading us into ridiculous and unwarranted paths.'

There may be cases where a particular national authority had taken a particularly stringent view on the allowable tolerances to be applied in a certain situation. Those requirements, perhaps strongly advocated by a single expert in the country concerned, might be out of line with what has been thought to be necessary by most other national authorities. Mr Johnson commented: "Now it may be that the lone expert is right and that he has recognised a justifiable need for special stringency that has escaped the notice of hundreds of others throughout the world; or it may be that his position

has been taken on rather theoretical grounds through an excess of misplaced zeal. The belief that a tighter standard on paper must lead to a better product is not always justified; it may, if the market in the country concerned is relatively small, lead to a cutting off of supplies altogether".

"Worse though, it may lead to pressure from those who do not understand that, however much in a Utopian situation we may deplore it, the pharmaceutical industry is a delicate balance of science, safety and shekels. If consumer groups in much larger countries point the finger and ask why it is that Ruritania can demand a 'better' product than is sold in their country then the only reaction of the manufacturer may be to meet the demand by providing virtually the same product that has been much more rigorously tested so as to give an assurance that it meets the more stringent paper requirements. The safety of the product will have been improved not at all, but its price will have been substantially affected".

It was not just manufacturers who were concerned with the cost burden of control of course. Governments throughout the world were major purchasers of pharmaceutical products and much money was involved. "From all corners of the ring, therefore, we must keep our eyes steadily fixed on reality in trying to determine what is reasonable and necessary to demand by way of control. This dictates that control bodies should employ scientists of calibre with a knowledge of industrial as well as theoretical factors; heaven preserve us all from the bureaucrat with the checklist. If good sense and discretion based on sound scientific reasoning are regularly sacrificed on the altar of rigid legal interpretation then we are lost indeed".

# **Automation for bulk analysis**

Automation has become of vital importance for the quality control of medicines during manufacture, said Professor G. G. Gallo, Milan, Italy. In fact, the ever increasing number of assays required for quality assurance of products in bulk could only be performed by means of automation, he added. However, accompanied by the development of computers —to act as on-line data collection, processing and reporting systems-such techniques could now be considered adequate to fulfill the task.

On the analytical techniques themselves, Mr Gallo said that physical methods have mainly substituted the classical chemical ones. He gave examples of techniques used during research and development to define a drug's "profile": chromatographic and thermal analysis for purity; elemental and chemical functional analysis, spectroscopic techniques, polarography and pKa determination for identity and structure; colorimetry, fluorimetry, acid-base titration, and chromographic procedures combined with quantitative detectors for concentration. Other physical propertieseg crystal form, infrared spectrography, X-ray powder diffraction and particle size —were also of interest during formula-

All such physico-chemical methods were suitable for pharmaceutical quality con-

trol, he said, although particular emphasis was usually given to separation techniques because of the active ingredient being present in a mixture.

Dr D. Cook, Health Protection Branch, Department of National Health and Welfare, Canada, said there was broad agreement regarding the majority of chemical and physico-chemical requirements for medicines, but less agreement was apparent for those pertaining to the biological performance of a product. This was also the case where the assay method itself involved a biological response, made necessary because of the lack, or inappropriateness, of a chemical assay method.

Similarly, the biological response of a medicine was still the subject of controversy when considered in terms of the bioavailability of chemically equivalent products. Because of alleged lack of relevance, healthy normal volunteers were said by some not to be useful; but even in studies using such volunteers there were inherent problems associated with their fasting state, mobility, gastrointestinal mobility, psychic state, and many others.

Dr Cook felt he could not accept in vitro tests for bioequivalence but thought such tests should be biological in nature. His laboratory had developed

# Quality control

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guidelines for such biological tests and using these they had studied 229 dosage forms of 22 drugs. Over 20 forms were found not to have a bioavailability within 80 per cent of the stated amount of the dose and he hoped to publish the detailed results later. Dr Cook also queried who should set standards for such procedures—the pharmacopoeial or registration authorities.

The radio-immunoassay, Dr Cook felt, could be considered as a bioassay which was one stage further refined. It was proving of great value in the quality control of many complex biological substances, but was not devoid of problems of reproducibility, specificity, cross-reactivity, and on occasion relevance—in the sense of lack of knowledge about the nature of the interaction (immunological or biological) involved in the test.

# Progress in drug delivery systems

New drug delivery system technology, which was at last reaching the market-place, was confronting the quality control specialist and manufacturer with imposing new problems and challenges, according to a paper presented by Mr A. S. Michaels, Mr W. J. Mader and Mr C. R. Manning, Alza Corporation, USA.

Dr Michaels, who presented the paper, described three such therapeutic systems. The Ocusert system was a drug reservoir composed of four polymeric membranes worn under the eyelid and designed to deliver drugs to the eye at a low and constant rate for periods of up to one week. The Progestasert system, an intrauterine contraceptive programmed to deliver progesterone to the uterus at a constant dosage rate per day for one year, was a T-shaped module of a thermoplastic substance containing a solution which slowly permeated across the walls. The Oros system, with a core of compacted drug surrounded with a water-impermeable coat which has a small orifice was designed to deliver one of a variety of drugs to the GI tract at a specified rate for a predetermined number of hours.

The two principal dosage parameters characterising such systems were the rate of drug release under *in vivo* conditions and the duration of action at the delivery site. However, the amount of drug released from the system during the prescribed time of action was usually not equal to the amount of drug in the system. The authors felt the disparity should not be construed as indicating incomplete biogeoidability of the drug—a

point which required careful and patient explanation to regulatory agencies and physicians.

High speed, sensitive, accurate and dynamic methods for measuring drug release rates—and their time dependence—from such systems in the laboratory, under conditions equivalent to those found in the body, have had to be developed for quality control purposes, the paper continued. Such methods involved the use of specialised experimental techniques, instrumentation, and data-reduction systems. Since such test procedures were destructive, statistical methods of data analysis were required to establish the conformity of specific product lots with control specifications.

INAUGURAL ADDRESS

# The need to update regulations

National and international regulations for the quality assurance of medicines must be subjected to continuous scrutiny, according to Professor R. F. Timoney, College of Pharmacy, Dublin.

Presenting the inaugural address at the FIP's 35th International Congress of Pharmaceutical Sciences at the Burlington Hotel, Dublin, on Monday, he added that such scrutiny was necessary "to ensure that the regulations can be adapted to the changing requirements resulting from scientific advances and public attitudes."

Earlier, Professor Timoney said he felt that the theme of the Congress—the quality control of medicines — was "most appropriate". It was a recognition of the rapid developments at national and international levels for quality assurance by the application of specialised scientific techniques during manufacture, and by the increasing trend towards the use of suitable legislation to ensure compliance with national and international specifications for medicines. He felt it appropriate to record that the FIP took an active part in initiating, in 1974 and subsequently,

the developments towards the improvement of quality standards.

The World Health Organisation had, since its inception, actively promoted the exchange of scientific data on the subject of quality control. The requirements embodied in the document "Good Practices in the Manufacture and Quality Control of Drugs", recommended for adoption by member states in 1969, had recently been revised and published in the 25th report of the WHO Expert Committee on Specifications for Pharmaceutical Preparations.

Several other organisations—eg EEC, EFTA—were also actively concerned with achieving quality assurance in the wider context of eliminating trade and other barriers. Regional pharmacopoeias and compendia were currently playing an increasingly important role in providing guidance on quality control, adjuvants, formulations and the use of chemical reference substances.

Professor Timoney acknowledged the positive contributions of the pharmaceutical industry to advances made in the direction of good manufacturing practice and the quality assurance of medicines—he felt this clearly indicated the industry's recognition of its responsibilities in ensuring high standards in the quality and safety of medicines. However, it was universally recognised that the assurance of the satisfactory quality of medicines could only be guaranteed when agreed requirements for good practices in manufacture and control were incorporated in national legislation and adequately enforced.

## **PSI** honorary fellows

Honorary fellowships of the Pharmaceutical Society of Ireland were bestowed upon four FIP personalities at a ceremony at the Society's Dublin headquarters on Monday evening. The four were Professor A. H. Beckett, chairman FIP board of pharmaceutical sciences; Professor J. Polderman, FIP scientific secretary and secretary, board of pharmaceutical sciences; Mr J. Kok, FIP general secretary; Dr J. H. M. Winters, president.

Further FIP reports, p327

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G. O. Woodward & Co Ltd are back in business for medicinal tablet production. They have been granted a manufacturing licence for the standard range of tablets—it was failure to agree on licence conditions with the medicines inspectorate that led to the company's court appearance earlier this year, and to calls for improvement in the appeals procedure against decisions of the inspectorate.

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# Irish industry has made 'great advances'

Mr J. Tully, Minister for Local Government, presented an address in the absence of the Minister for Health, Mr Brendan 1 Corish, who as Deputy Prime Minister was involved in arrangements for the de Valera funeral. Mr Tully said that the Irish pharmaceutical industry had made great advances in recent years. In 11 years, since 1963, exports of chemical products had increased from £1.9m to £98.7m in 1974, the main rise being in pharmaceuticals and fine chemicals which now accounted for 71 per cent of the total exported. It was anticipated that as a result of expansion and new projects, exports of pharmaceuticals and fine chemicals would rise to £200m by 1980.

In the recent years the industry had become a target of some criticism and suspicion as it had a high proportion of multinational conglomerates operating within it. Such criticism was often oversensationalised and sometimes uninformed, but it could not be ignored. It was therefore necessary that those in the industry, and particularly quality control, be of the 2 highest professional integrity, competence, qualification and experience.

Professor A. H. Beckett, chairman FIP board of pharmaceutical sciences, said that the certification of quality was currently the cause of much dispute. In his introductory address Professor Beckett said it was vital that the final approval should come from a professional mannot necessarily a pharmacist, but someone who could be disciplined. Distribution was also linked to quality control and again professional people had to be involved.

The quality control defences of some Continued on p330

1. Mr M. J. Cahill, secretary organising committee for FIP 1975, Professor J. Polderman, Mr J. Tully, Local Government Minister deputising for the Minister for Health, Professor A. H. Beckett, Dr J H. M. Winters, president FIP, Professor R. F. Timoney and Professor J. F. Kok, general secretary FIP, listen to Dr Boles addressing the opening session 2. Dr W. E. Boles, president PSI, speaking at the opening session 3. Fellowship presentation. Left to right, front row: J. F. Kok, Dr Winters, Dr Boles, Professor Beckett, Professor Polderman; second row: M. F. Walsh, J. G. Coleman, R. F. Timoney, J. P. O'Donnell; back row: M. J. Cahill, J. Power 4. Mr M. F. Walsh, vice-president PSI, Dr J. H. M. Winters, president FIP, Professor A. H. Beckett, chairman board of pharmaceutical sciences, FIP, at the Press conference held August 28









# Letters

## **Rescind RPO post**

In your issue of August 23 there is an advertisement for a regional pharmaceutical officer. I have for a long time wondered what good these gentlemen do for NHS patients. Now that this post is vacant it would be golden opportunity to rescind the appointment and spend the salary saved on something useful—the money saved might be as much as £20,000 a year, having regard to a secretary, salary, pension, office accommodation and equipment. I am sure this argument could be applied to area and district pharmaceutical officers.

Unfortunately for the taxpayer, pharmacy is only one discipline where this wastage goes on. I have a feeling that the National Health Service is going to collapse under the weight of administration. In the area in which I live, Mid-Staffs, the NHS hospital situation has

reached serious proportions.

As I make my weekly contributions to the administrators' salaries I feel I have a grievance and would urge all who want a simplified health service to write to their representatives in Westminster, pointing out this awful waste of public money.

> R. B. Knowles Barlaston, Stoke-on-Trent

## Supervision undermined

I would like to add to my remarks and those of Xrayser on "agent provocateur" (August 9). A lot of chemists find it necessary to engage extra staff—mostly unknowledgeable—for Saturday afternoons. A visit from an inspector which takes the boss away from "active service" for an appreciable time, shows lack of forethought by the authorities. It would be quite good advice for the Society to tell its inspectors to "leave well alone on Saturdays"—and pinch him on Monday morning!

W. P. Richards Newcastle-under-Lyme

## That doubled fee

Further to my letter (Pharmaceutical Society's fees: an alternative, C&D, July 12, p61), no comment has come to me from any Council member, nothing from the Society's staff, very little from members. The sixty days' notice has just about gone.

This lack of communication is itself significant. Perhaps a doubled fee is trivial, but it is after all a price, and we are supposed to be fighting inflation. Perhaps we do not care. My view is that we do care but that many feel there is no chance of doing anything.

Why should the basis for this particular price increase not be examined independently? Why should an investigation committee, as I suggested, not be set up? Why should we not know more? Why the hurry to get this increase through?

We must be fair to our Council, to our staff, to ourselves; for this we need better communication.

As a start there should be published, I propose, an up-to-date organisation chart of the Society showing who does what and the number and type of staff involved in every activity right through. Other bodies have done this kind of thing and it certainly helps understanding. Let us know in detail exactly what is done, who does it, and how and why.

Would members welcome this as a step to advance understanding, as a chance to make their own informed suggestions on the Society's aims, methods and costs?

This is our Society. Let us know precisely what we get for £14 and what we would get for £28. And defer any fee increase until at least there has been more communication.

E. A. Jensen Brighton

#### A fifth column?

Like Mr Walden I am worried by the report "Society's inspector acted as an agent provocateur" but I do not want a witch hunt inquiry. I cannot think that the situation between the Society's officers and members has deteriorated to such a degree. But, I do feel the need for some assurance that my Society is behaving in a truly reasonable manner to all its members. I recognise that it must act as a disciplinary body under the powers granted to it, unfortunately the report did not say how the inspector came to be there at the specific time, was coincidental opportunism?

What I fear most is a tip-off "with or without malicious intent". Lately we seem to have been having more and more Statutory Committee meetings and judgments. I cannot believe we pharmacists have become less law abiding, although I recognise that there are more laws to trip over these days. Is a more aggressive policy by the Society's officers being followed? Or, have they built-up their own M.I.5, K.G.B., or C.I.A. against the membership? The basic problem is I suppose, that those of us in the provinces do not have time or opportunity to meet those at No 17; that would provide the intimate knowledge and trust arising from such contacts-or would it?

Ever anxious

## A customer satisfied

How's this for service? Last Thursday J telephoned Nelldorn to tell them my hardworking bottle dryer had developed a fault and they promised to help as soon as possible.

The result, in this day and age, was most unexpected. I had a replacement dryer delivered and installed next day. Considering my geographical location and that the machine only cost £50, could anyone do better?

F. C. Whelan Workington, Cumberland

# General practice association —an explanation

To avoid any misunderstanding, I would like to disclose that the name "Geraint Davies" (Letters, C&D, August 23, p246) is a pseudonym for a practising pharmacist. The address 23 Wordsworth Drive, Sutton, is in fact the house of an ASTMS official, which has been used as the business address of the "Association of General Practice Pharmacists."

During the formation of a trade union, the organiser is very vulnerable and must clearly protect himself and his family, and must not jeopardise his position with his employers. I regret the necessity of having to use a synonym. Both the Editor of C&D, and ASTMS officials, know my true identity. "G. Davies"

We regret that the correspondent chose to use a fictitious name rather than the more usual pseudonym to hide his identity, particularly as the fact was not revealed to C&D. We will always respect confidentiality and are prepared to accept correspondence over a pseudonym when satisfied there is a good reason, as in the above case—Editor.

### Make believe?

Would you please allow a few column inches to Mr Geraint Davies so that he can really prove the existence of a non-political part of ASTMS? I am sure there is an incompatibility there.

London

## **Crepe bandages wanted**

A customer who is an amputee needs a crêpe bandage to cover her stump and support the leg. All crêpe bandages at present available are unsuitable; the only ones she finds satisfactory are Dermelast (Dalmas) or Permolast (Grout) in 4-, 5- or 6-in width, but neither of these are made today.

We should be most grateful if you could make an appeal to see if any of your readers are still holding stock. We should be glad to pay full retail price and reimburse postage.

G. D. Lloyd-James

Superintendent pharmacist
John Barker & Co Ltd
63 Kensington High Street
London W8 5SE

## Two left feet?

I felt the enclosed photocopy of an FP 10 might interest your readers.

[It reads: "Bilateral anklet elastic supports"—Editor.]

I look forward to measuring our patient with "bilateral ankles". Perhaps this means two left feet!

W. M. Rhodes
Epping, Essex

# **Coming events**

Tuesday, September 9
Galen Group, Pharmaceutical Society, The
Friend's Meeting House, Croydon, at 8 pm.
Meeting on "What's cooking".

Friday, September 12
Socialist Medical Society, Dartford College of Education, Oakfield Lane, Dartford, Kent.
Conference on "A socialist view of world health care"; until Sunday.

## **Guinness pharmacy outlets** to top 150

The number of pharmacies owned, or partly-owned by Arthur Guinness Son & Co Ltd will soon total over 150. One of the group's holding companies, Caledonian Pharmaceutical is to acquire the 28 branches of J. H. Mills Ltd from the owners, Gateway Securities Ltd, a food store chain based on Bristol. The deal costing around £750,000 is due for completion at the end of the month.

The pharmacy outlets of Guinness when acquired in the past traded under heir existing titles but have now mostly aken on the name of R. Gordon Drummond.

## Sandoz expand in US

Sandoz Ltd, Basle, through their US subsidiary, Sandoz Inc, are to acquire the American medical apparatus manufacturer, Lexington Instruments, at a price of 3450,000. The US subsidiary is already onnected with the apparatus market brough its purchase last year of an 81 per cent stake in a Salt Lake City firm of artificial kidney manufacturers and through Monaghan Co in Denver. In a different ector Sandoz recently acquired the seed ousiness of Rogers Brothers Co, Idaho

# **5&N acquire Tender Touch**

smith & Nephew Ltd have acquired from ohnson & Johnson Ltd the manufacturng and marketing rights for Tender Fouch cosmetic and nursery cleansing wool.

In 1974 retail sales of Tender Touch hrough chemist and grocery outlets approached £850,000 and Smith & Nephew ee their acquisition as a "consolidation n their leading position in the manufacuring of surgery and cosmetic wool and

as a national progression in the company's overall 'care of the person' marketing strategy.'

Tender Touch will be manufactured at Smith & Nephew's Hollin Bank mill at Brierfield and marketed through Smith & Nephew Ltd at Welwyn Garden City. Range of packs and quality remain unchanged. Selling in by S&N commenced on September 1.

### Pifco dividend raised

Profits, before tax, of Pifco Holdings Ltd in the year ended April 30, rose to £1.09m from £948,800 in the previous year. Net profit, after tax is £518,600 (£463,500).

The dividend is lifted from 2.06p to a maximum permitted 2.19p net.

## **Hoechst profits halved**

World turnover of the Hoechst Group in the first half of the year was Dm 9,890m against Dm 9,980m in the same period of 1974. Turnover in the domestic market fell by 6.3 per cent. Group pre-tax profits fell from Dm 950m in the first half of 1974 to Dm 460m in the half year under review.

#### Briefly

Schering AG, Berlin: Turnover of the parent company in the first half of the year rose 2.7 per cent to Dm613m. The growth rate in last year's first half was 15.7 per cent. Group turnover rose by 2.3 per cent to Dm919m (Dm898m).

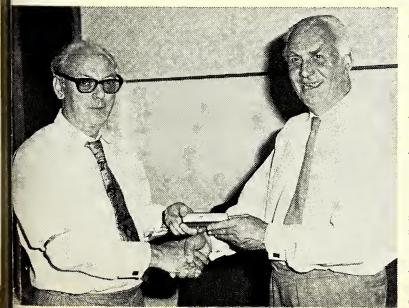
#### **Appointments**

Kimberly-Clark Ltd: Barry Tubbs has been promoted to group product manager and Linda Gemmell to a product manager.

Avery Label Systems have appointed Mr Michael J. Smith to the newly created position of sales and marketing director.

Sterling-Winthrop Group Ltd: Mr V. J. A. Underhill, ACCA, has been elected secretary of the company. He succeeds Mr W. G. Chapman, CA, who has retired.

Janssen Pharmaceutical Ltd: Mr M. B. Emanuel, MPhil, has been appointed to a newly created position of clinical trials manager and Dr R. F. Cookson, MA, PhD, to liaison executive, anaesthetics (also a newly created position).



Mr Peter Keddie, chairman of Wyeth Laboratories (right) receiving a gold pen from Dr E. T. Borrows, managing director to mark his retirement. He ioined the company in 1946 as assistant sales manager and became, in turn sales manager, sales director and. managing director. In 1962 he gained the additional position of chairman

# Country counter

by a rural area pharmacist

# **Contract proposals** favour towns

The proposals for the new NHS contract are to be debated at a meeting on September 21 of representatives of Area Chemist Contractors Committees. Our local committee discussed the documents recently, and were disappointed in the proposals that are to be put to the conference. For us, one of the most attractive features of the paper sent out by the Central NHS Committee last December was the basic practice allowance—we considered this payment reflected the fact that a pharmacist has to stay in his pharmacy whether he is actually dispensing or not. In a rural county like ours it would have given some financial encouragement to those pharmacists who, through no fault of their own, are underemployed in the dispensary because the local doctors are doing the dispensing. We also thought that it would give help to pharmacies on housing estates where prescriptions tend to come in rushes rather than evenly throughout the day.

In the Central Committee's letter it stated that the main concern of the committee had been to restructure the system of payment in order to improve the general level of contractor remuneration, and to redress any existing inbalance between the larger and smaller contractors. In fact their proposals appeared to to do this fairly well. The small pharmacies scheme would help those very small but essential pharmacies (though I would not have thought there were very many of them). The basic allowance would help those mainly small to medium size pharmacies which though not doing a very high dispensing turnover are nevertheless essential if the public is to have reasonable access to a pharmaceutical service.

Then there was the premises allowance, which in the words of the committee would "achieve equity between pharmacies in relation to high and low property costs and dispensing volumes." This, I assume, would mean that pharmacies, usually in city centres would get reimbursement of the very high rent and rate demands with which they may be faced—again a measure which is only fair and just. The third new component of the contract was to be an ancillary and locum allowance which I gather would have served a similar function to the basic practice allowance.

Now we find that only the small pharmacies scheme and the premises allowance are to be recommended to the conference. We gather that because of arguments the basic practice allowance is not to be presented. In our part of the country there certainly is a feeling that the metropolitan areas seem to have gained a decided advantage and that the part of the scheme which could most benefit them—the

## Industry's advances

Continued from p327

of the developing countries needed strengthening and the developed countries had a special responsibility to help them. "Too many substandard products are distributed to the countries defenceless with regard to quality control," Professor Beckett said. Developed countries had an important role to ban exports of materials which did not comply with standards for internal distribution.

Safety of medicines was a complicated issue. Pharmaceutical information, Professor Beckett felt, should be made more readily available to legislative authorities than it had been in the past, as there were misconceptions. "We must beware that we do not allow ill-informed politicians to cause difficulties which will militate against further advances."

Much progress had clearly been made but much remained to be done before the goal of international acceptance of national standards of pharmaceutical quality control is achieved.

"The pharmaceutical industry could utilise pharmacopoeial standards to a greater extent if there was a wider acceptance by national authorities of specifications of regional pharmacopoeias and if the latter could be revised at more frequent intervals."

In Ireland proprietary medicinal product regulations had been introduced to give statutory effect to the first EEC Directive on marketing and applied to products coming onto the market after October 1, 1974. The labelling provisions, however, will not apply in practice until October 1, 1975, because of problems they posed to the industry. Ireland also hoped to sign the EFTA convention soon.

# Widespread use of vitamins 'a waste'

"It is criminal waste to allow drug manufacturers to market vitamin preparations containing vitamins in massive quantities", said Mr Amar Das, Calcutta, India, in a personal communication abstract on "Socio-economic needs and sophistication element in the drug industry" presented to the industrial pharmacists section.

Mr Das said that the widespread and phenomenal use of massive doses of vitamins was a global waste, especially when supplies of vitamins were the monopolies of a few countries "and there is no therapeutic rationale in such preparations". The human system, he said, did not absorb vitamins in excess of a specified limit and excreted the excess quantity. Moreover, with the continual use of high dosage of vitamins the vitamin requirement of the body cells was increased—which was not desirable.

Every government therefore should amend the drug regulations of their respective countries in such a manner that the vitamin preparations meant for prophylactic or therapeutic use should not contain vitamins in excess of specified limits. Thus a lot of drugs would be saved

for use by others in the developing countries who were today denied them.

Mr Das said that expensive sophistication in the manufacture and testing of drugs was unnecessary for developing countries. The methods adopted should be based on the socio-economic needs: the quality requirement of drugs varied from country to country because of geography, food habits and the level of the economy. In advanced countries, because people were accustomed to a higher standard of living and sanitation, drug standards were necessarily high. By comparison, people's resistance to disease in the developing countries, where living conditions were low, was fortunately very high. For such countries the aim should be to produce drugs at reasonable prices and conforming to legal standards to serve a larger crosssection of the people rather than "the expensive drugs for the privileged few"

Mr Das said that in developing countries the standards of foreign pharmacopoeias were sometimes blindly followed. That was a dangerous tendency as it ignored the conditions and resources obtaining in the particular country. He cited the removal, in line with the British Pharmacopoeia, of the faint yellow colour of caffeine from tea waste when used in preparations. That meant "at least 15 per cent loss in production with corresponding increase in cost".

## Quality control symposium

Concluded from p324

Professor J. Richter, East Germany, explained his country's requirements about storage of medicines.

The East German Pharmacopoeia gave three standard storage conditions—at room temperature (15-25°C), in a cool place (5-15°C) and in a cold place (2-5°C). Pharmacists often felt that cool storage was beneficial but this was not always the case as it could lead to crystallisation from mixtures or changes in bioavailability. Experience had shown that patients normally stored medicines in a refrigerator when it was labelled "store in a cool place" or "store in a cold place". Where this was not shown patients would store the medicines at room temperature.

Through Comecon countries, there was a uniform batch labelling with a six-figure code showing batch number, month and year of manufacture. As the code

could be understood by patients, there was initially concern that patients would complain about lack of freshness of their medicine but that had not been shown in practice. There was also a special label to indicate medicines of limited life, eg six months, and importers had to label drugs from other countries which were not labelled according to the requirements.

The East German Pharmacopoeia gave a recommended shelf life for medicines including those prepared extemporaneously. The life of other health care products were also given, eg toothpaste six months.

During the discussion Professor Beckett, session chairman, queried if costs were being increased because of complex analytical tests without ensuring better quality of medicines. Mr Johnson said that things should be kept in balance with standards being set at reasonable level which would show that something had gone wrong. Dr Cook felt the issue was very complex but agreed with Professor Beckett that there should be a balance between calculated risk and enormous cost.

Professor Beckett asked Mr Johnson what could be done to help developing countries. Mr Johnson said it was an important issue and informal discussions within the World Health Organisation had already occurred. WHO would be the most appropriate body to sponsor this but did not have the resources when one looked at the enormous amount of detail required to work out simplistic tests for the 100 drugs most frequently used in developing countries. He felt FIP could play a part in this.

Dr Michaels proposed that FIP should sponsor an annual competition for suitable simplistic tests. Professor Beckett felt the pharmaceutical industry would be happy to fund the idea.

However Dr Cook felt the devcloping countries would still want their own NMR machines, etc, and he thought the future lay more in regional laboratories.

## **GP** section president

Mr J. Bloomfield was elected the new president of FIP general practice section by a large majority at a section meeting on Sunday. Mr. Bloomfield, who has been the section's professional secretary since its creation in 1950, takes up his new post immediately. The new professional secretary is Helmut Binder from Austria.

#### Country counter

Continued from p329

premises allowance—is being put forward, whereas the basic practice allowance which might favour the suburban or rural pharmacies has been omitted.

I think all our committee felt most strongly that if a new contract is to be obtained it must comply with the aims set out in the original committee's letter and be fair and be seen to be fair to all contractors. The original scheme we thought met these criteria; the new scheme seems to us to favour one section against another. We hope that the conference will say "yes" to both the basic practice allowance and the premises allowance and will not accept one without the other.

The final item on the agenda concerns out-of-hours service. All seem agreed that

some form of service is desirable but many of us feel that, remuneration apart, the present "urgent" system adequately meets the need. In my county, if I were to work a rota of compulsory "on-call" with my five neighbouring pharmacists, patients would some weeks have to make a round trip of fifty miles and in winter, with snow on the hills, would have an impossible task.

I don't seem to remember seeing complaints that pharmacists are not available to dispense urgent prescriptions—the present system, though by no means perfect, seems to work. I hope the conference decides to stay with our present arrangement. If they go for a compulsory on-call system I shall want £5,000 a year to operate it—if I am on duty at night I shall need a partner to be on duty during the day.

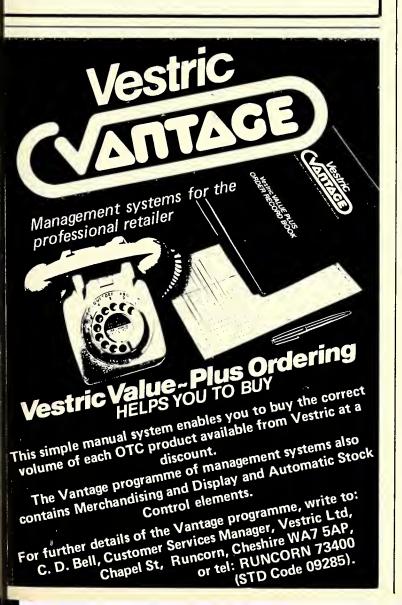
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# Market

# **Bromides sharply up**

London, September 3: Bromides were sharply advanced in price during the week. For example potassium bromide in crystal and granular forms was up from £706 to £775 a metric ton. The opiates and pholcodine were also marked up by one of the manufacturers.

Tinnevelly senna shipments from the port of Tuticorin during July were confined to Continental European ports. The amount of leaves shipped was 268 tons and pods 266 tons. There was a good call for chillies and the price moved up by £30 ton. Cochin ginger was firmer at £510 ton, cif, and Moroccan coriander seed was £20 ton dearer at £155, cif.

There were few alterations in the essential oils. Separate spot and cif levels were established where last week they had been identical.

Production of sulphuric acid by the members of National Sulphuric Acid Association during the second quarter of the year was well down on the comparable quarter of 1974. At 819,135 metric tons (100 per cent  $H_2SO_4$ ) the amount was down 14.2 per cent.

#### Pharmaceutical chemicals

Acetarsol: 50-kg lots £8.35.
Atropine: (per kg in ½-kg lots) Alkaloid £85.00; methonitrate £85.00; methylhromide £83.50; sulphate £68.50.

phate £55.30.

Bemegride: BPC £16.00 kg.

Benzocaine: BP in £0-kg lots, £4.49 kg.

Bromides: Crystal £ per metric ton

Ammonium Potassium* Sodium	Under 50-kg 1,040 960 940	50-kg 885 810 796	1,000-kg 830 775 761

Potassium\* 960 810 775
Sodium 940 796 761

\* Powder plus £40 kg
Calamine: BP £557.00 per 1,000 kg.
Calcium gluconate: £957 oer metric ton.
Calcium sodium lactate: £9.30½ kg in 50-kg lots.
Cantharadin: 100-g lots £0.75 per g.
Carbon tetrachloride: Technical in 4-ton lots £185.60 metric ton.
Chloroform: BP from £337.50 metric ton in 280-kg drums to £405 in 35-kg drums. 2-litre bottles £1.61 each; anaesthetic £0.66 per 500 ml bottle.
Clioquinol: USPXVIII, £00-kg lots £9.88 kg.
Cocaine: Alkaloid £396 kg; hydrochloride £361.
Subject to Misuse of Drugs Regulations.
Cyclobarbitone: Calcium £7.71 kg in 25-kg lots.
Dapsone: £4.00 to £6.00 per kg.
Dexamethasone: From £3.50 to £3.80 per g.
Dextromethorphan: £105 per kg in 5-kg lots.
Digoxin: £2.85 per g.
Dimidium bromide: 5-g lots £3.20 g.
Ephedrine: Alkaloid £18.70 kg in 25-kg lots; hydrochloride £15.85, sulphate £17.40.
Fentichlor: Technical grade £2.18 kg.
Ferrous fumurate: £1.25 kg for 50-kg lots.
Ferrous gluconate: £1.395 metric ton delivered.
Ferrous phosphate: In kegs £553.80 metric ton.
Hydrocortisone: Acetate and base £295-£385 kg.
Hydrogen peroxide: 35 per cent £200 metric ton.
Hydscyamine: Sulphate £82.00 kg in 100-g lots.
Iron and ammonium citrate: Granules £903; scales £990 metric ton.
Iron phosphate: 50-kg lots £553.80 metric ton.

£990 metric ton.
Iron phosphate: 50-kg lots £553.80 metric ton.
Isoprenaline: 1-kg lots: hydrochloride £36; sulphate

Kaolin: BP natural £95.35 per 1,000 kg; light £102.45 ex-works.

Lignocalne: (25-kg) base £8.27 kg; hydrochloride

E7.98.

Lobeline: Hydrochloride £1.20 per g.

Magnesium carbonate: BP per 1,000 kg; heavy from £384-£400; light £305.

Magnesium dihydrogen phosphate: Pure £1.5725

kg in 50-kg lots.

Magnesium hydroxide: (metric ton) BPC light £880; 28 per cent paste £340.

Magnesium oxide: BP per 1,000 kg heavy £1,185:

Magnesium sulphate: (ex-works, per metric ton)
BP from £75 metric ton; commercial £64;
exsiccated £196.40.
Magnesium trisilicate: £528 metric ton.

Mersalyl: Acid £20.25 per kg.
Mestranol: £120 kg.
Methadone hydrochloride: Subject to Misuse of Drugs Regulations. £1.33 per 5 g.

Methyl salicylate: £0.78 kg for 5-ton lots; £0.81 for 1-ton.

Narcotine: 25-kg lots alkaloid and hydrochloride £18.20 kg. Subject to Misuse of Drugs Regulations.

lations.

Opiates: (£ per kg) in 1-kg lots; subject to Misuse of Drugs Regulations—Codeine alkaloid £359.60; phosphate £274. Diamorphine: Alkaloid £282.90; hydrochloride £258.60. Ethylmorphine £349.60. Morphine alkaloid £395; hydrochloride and sulphate £323.

Pholodine: 1-kg £378. Subject to Misuse of Drugs Regulations.

#### Crude drugs

Crude drugs
Chillies: Uganda £720 ton, cif.
Cinnamon: (cif) Seychelles bark £325 ton. cif;
Ceylon quills 4 O's £0.48 lb.
Cloves: Madagascar £2,500 per ton, cif.
Ginger: (ton, cif) Cochin £510, Jamaican No 3
£700; Nigerian split £420, peeled £560.
Nutmeg: (ton, cif) East Indian 80's £1,430, bwp
£1,020 spot; £980, cif. West Indian 80's £1,410,
unassorted £1,300: defective £970.
Pepper: (ton) Sarawak black £745 spot; £705,
cif; white £950; £915, cif.
Seeds: (metric ton, cif) Anise: China star £420
nominal. Caraway: Dutch £365. Celery: Indian
£325. Coriander: Moroccan £155. Cumin: Indian
£525. Dill: Indian £175. Fennel: Indian new crop
£525. Fenugreek: £127.
Turmeric: Madras finger £210 ton, cif.

#### Essential and expressed olls

Bois de rose: £4.50 kg spot; shipment £4.00, cif. Citronella: Ceylon £1.30 kg spot; £1.17, cif. Peppermint: (kg) Arvensis Brazilian £3.80 spot; £3.70, cif. Chinese £3.60, cif. American piperata £14-£14.50 as to origin.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press but it should be noted that in the present state of the market quotations change frequently.

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DEPARTMENT OF HEALTH AND SOCIAL SECURITY

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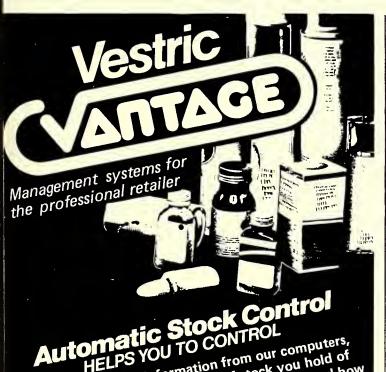
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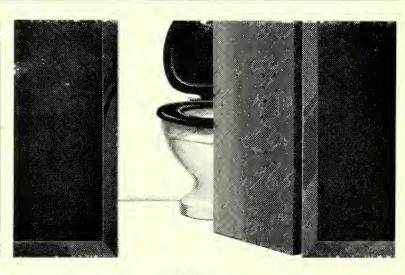
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